Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

United States and Canadian Periodicals

Circulation averages for six months ended December 31, 1990

Magazines,
Business Publications,
Farm Publications
and Religious Publications

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 2% or more between the publisher's figures and the auditor's findings and/or at the publisher's request, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

(@) Indicates that the comparison figures have been adjusted to the auditor's findings. (See text above)

* Indicates Data Bank participant.

^ Indicates initial audit/reinstatement of service report figures for the period.

(a) Denotes a time period prior to ABC membership.

(b) Represents change in membership division.

(c) Indicates omission of figures due to group's frequencies, price structures and/or change of participants.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of qualified non-paid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

Approximately one week after the mailing of this report, a correction notice (if necessary) will be mailed by ABC. Approximately two weeks after the correction notice, a supplement to this report will be issued. It will list those new filers as well as pertinent updates.

ABC welcomes your comments and suggestions concerning this report.

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Source: Audit Bureau of Circulations,
FAS-FAX Report - December 31, 1990

Audit Bureau
of Circulations

Magazines
United States & Canada

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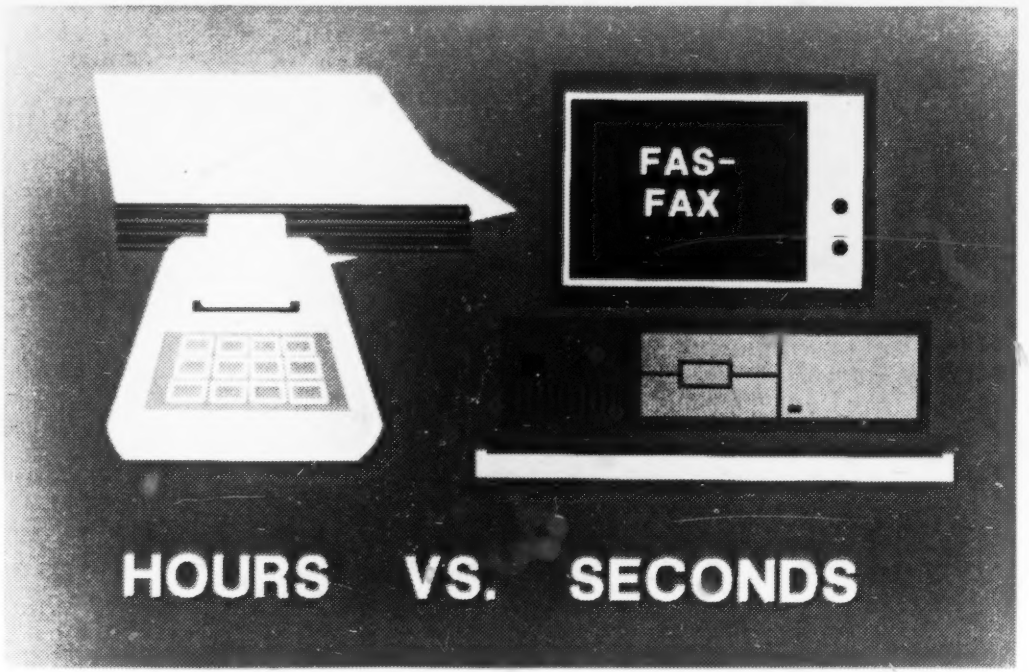
Audit Bureau of Circulations



ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.												
AAA WORLD (None Claimed)	1.00	3	2,573,424		2,573,424				(a)			
ADVENTURE ROAD (1,500,000)	.75	3	1,493,624		1,493,624	3	1,479,616		1,479,616	+1.0		+1.0
AIR & SPACE/SMITHSONIAN (300,000)	3.50	3	290,791	19,404	310,195	3	297,763	13,628	311,391	-2.3	+42.4	-.4
*AIR FORCE TIMES (89,000)	2.00	27	82,555	12,183	94,738	26	84,189	10,156	94,345	-1.9	+20.0	+.4
ALABAMA LIVING (None Claimed)		6	259,186		259,186	6	240,220		240,220	+7.9		+7.9
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER (235,000)	2.95	6	221,454	20,243	241,697	6	223,764	27,392	251,156	-1.0	-26.1	-3.8
AMERICAN ARTIST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN DEMOGRAPHICS (None Claimed)	5.00	6	31,757	841	32,598	6	29,477	1,043	30,520 @	+7.7	-19.4	+6.8
AMERICAN FILM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN HANDGUNNER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN HEALTH-FITNESS OF BODY AND MIND (800,000)	1.95	5	757,315	48,857	806,172	5	941,386	59,303	1,000,689	-19.6	-17.6	-19.4
*AMERICAN HERITAGE (285,000)	4.50	3	283,635	6,792	290,427	4	273,575	8,689	282,264	+3.7	-21.8	+2.9
THE AMERICAN HUNTER (None Claimed)	2.00	6	1,226,402		1,226,402	6	1,380,230		1,380,230	-11.2		-11.2
THE AMERICAN LAWYER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN LEGION AUXILIARY NATIONAL NEWS (821,696)		3	828,027		823,027	3	736,321		736,321	+12.5		+12.5

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE AMERICAN LEGION MAGAZINE (2,850,000)	2.00	6	2,956,342		2,956,342	6	2,828,238		2,828,238	+4.5		+4.5
AMERICAN MOTORCYCLIST (None Claimed)	1.25	6	160,346		160,346	6	145,631		145,631	+10.1		+10.1
*AMERICAN PHOTO (250,000)	3.50	3	225,228	42,533	267,761	6	208,258	20,699	228,957 @	+8.2	+105.5	+17.0
THE AMERICAN RIFLEMAN (None Claimed)	2.00	6	1,378,042		1,378,042	6	1,442,317		1,442,317	-4.5		-4.5
AMERICAN SCIENTIST (None Claimed)	4.75	3	110,550	651	111,201	3	112,849	1,192	114,041	-2.0	-45.4	-2.5
THE AMERICAN SPECTATOR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICANA (200,000)	2.95	3	183,732	4,979	188,711	3	219,020	3,874	222,894	-16.1	+28.5	-15.3
AMIGAWORLD (None Claimed)	3.95	6	51,989	41,266	93,255	6	48,764	38,695	87,459	+6.6	+6.6	+6.6
AOPA PILOT (None Claimed)	2.00	6	296,722		296,722	6	291,760		291,760	+1.7		+1.7
ARCHAEOLOGY MAGAZINE (130,000)	3.95	3	133,480	11,799	145,279	3	118,924	11,422	130,346	+12.2	+3.3	+11.5
ARCHIE COMIC GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*ARCHITECTURAL DIGEST (625,000)	5.00	6	518,668	113,050	631,718	6	508,647	120,273	628,920	+2.0	-6.0	+.4
ARKANSAS TIMES (None Claimed)	1.95	6	28,002	3,191	31,193	6	26,175	2,330	28,505	+7.0	+37.0	+9.4
*ARMY TIMES (126,000)	2.00	27	108,101	20,873	128,974	26	108,880	18,165	127,045	-.7	+14.9	+1.5
*ARMY TIMES, AIR FORCE TIMES, NAVY TIMES, COMBINED STATEMENT (305,000)	2.00	27	268,911	43,491	312,402	26	274,084	37,799	312,283	-2.0	+15.1	
ART & ANTIQUES to 09/90 (135,000) since 09/90 (150,000)	2.95	5	153,913	10,017	163,930	4	110,596	4,605	115,201	+39.2	+117.5	+42.3

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ART IN AMERICA (None Claimed)	4.75	6	61,863	12,524	74,387	6	58,973	11,849	70,822	+4.9	+5.7	+5.0
THE ARTIST'S MAGAZINE (None Claimed)	2.50	6	245,966	28,387	274,353	6	223,992	27,844	251,836	+9.8	+2.0	+8.9
ARTNEWS (70,000)	4.50	5	64,155	13,096	77,251	5	65,680	12,462	78,142	-2.3	+5.1	-1.1
ASTRONOMY (160,000)	2.50	6	106,577	47,306	153,883	6	108,584	52,080	160,664	-1.9	-9.2	-4.2
ATLANTA MAGAZINE (70,000)	2.50	6	66,714	8,846	75,560	6	56,662	9,197	65,859	+17.7	-3.8	+14.7
*THE ATLANTIC (450,000)	2.50	6	423,683	48,294	471,977	6	410,087	53,418	463,505	+3.3	-9.6	+1.8
*AUDIO (None Claimed)	2.75	6	109,258	33,117	142,375	6	110,395	37,167	147,562	-1.0	-10.9	-3.5
*AUDUBON to 09/90 (425,000) since 09/90 (465,000)	4.00	3	462,483	6,046	468,529	3	427,895	8,617	436,512	+8.1	-29.8	+7.3
*AUTOMOBILE MAGAZINE (450,000)	2.95	6	386,548	91,385	477,933	6	281,903	119,773	401,676	+37.1	-23.7	+19.0
*AUTOWEEK (265,000)	1.95	27	261,772	3,761	265,533	26	262,186	3,222	265,408	-.2	+16.7	+.1
*BACKPACKER (175,000)	2.95	3	145,348	51,025	196,373	3	136,532	40,990	177,522	+6.5	+24.5	+10.6
BALTIMORE MAGAZINE (50,000)	1.95	6	44,990	9,862	54,852	6	46,096	9,346	55,442	-2.4	+5.5	-1.1
BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY (None Claimed)	2.50	27	125,692	115,627	241,319	26	127,745	117,177	244,922	-1.6	-1.3	-1.5
BASEBALL DIGEST (None Claimed)	2.50	6	252,295	14,723	267,018	6	246,349	17,382	263,731	+2.4	-15.3	+1.3
BASSIN' (None Claimed)	2.50	3	191,180	37,166	228,346	3	132,472	42,433	174,905	+44.3	-12.4	+30.6

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 12/31/90 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 12/31/89 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
BASSMASTER MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
BEST SELLING HOME PLANS (None Claimed)	2.95	3		70,013	70,013	3		78,020	78,020 ^		-10.3	-10.3
*BETTER HOMES AND GARDENS (8,000,000)	1.95	6	7,491,389	515,833	8,007,222	6	7,429,478	575,833	8,005,311	+.8	-10.4	
BETTER INVESTING (110,000)	2.00	6	107,351		107,351	6	101,048		101,048	+6.2		+6.2
BICYCLE GUIDE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*BICYCLING (340,000)	2.95	5	280,158	95,332	375,490	5	247,804	90,022	337,826	+13.1	+5.9	+11.2
THE BIG BOPPER (None Claimed)	2.95	6	14,766	252,630	267,396	6	6,595	193,934	200,529	+123.9	+30.3	+33.4
BILL MAZEROSKI'S BASEBALL (210,000)	4.95	1		201,176	201,176	1		208,716	208,716		-3.6	-3.6
*BLACK ENTERPRISE (230,000)	1.95	6	237,100	14,883	251,983	6	216,996	14,412	231,408	+9.3	+3.3	+8.9
THE BLOOD-HORSE (None Claimed)	2.50	26	19,180	974	20,154	27	19,659	860	20,519	-2.4	+13.3	-1.8
BMX PLUS! (None Claimed)	2.95	6	17,621	23,437	41,058	6	23,853	30,732	54,585	-26.1	-23.7	-24.8
*BOATING (None Claimed)	3.50	6	150,309	35,867	186,176	6	147,789	44,567	192,356	+1.7	-19.5	-3.2
*BON APPETIT (1,300,000)	2.95	6	1,291,976	105,583	1,397,559	6	1,248,843	106,561	1,355,404	+3.5	-.9	+3.1
BOP (None Claimed)	2.25	6	34,297	242,157	276,454	6	22,408	248,322	270,730	+53.1	-2.5	+2.1
BOSTON MAGAZINE (124,000)	2.50	6	101,229	22,899	124,128	6	98,093	26,015	124,108	+3.2	-12.0	
BOWHUNTER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
BOWLING DIGEST (None Claimed)	2.50	3	109,653	4,900	114,553	3	111,555	4,741	116,296	-1.7	+3.4	-1.5
*BOYS' LIFE (1,300,000)	1.75	6	1,357,173		1,357,173	6	1,334,659		1,334,659	+1.7		+1.7

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*BRIDAL GUIDE (None Claimed)	4.50	3	2,869	197,554	200,423	3	2,077	151,060	153,137	+38.1	+30.8	+30.9
*BRIDE'S (None Claimed)	4.95	3	53,797	270,021	323,818	3	39,632	321,498	361,130	+35.7	-16.0	-10.3
BUENHOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS FORMS, LABELS & SYSTEMS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BUSINESS WEEK INTERNATIONAL (110,000)	2.00	27	93,248	17,518	110,766	26	87,729	15,556	103,285	+6.3	+12.6	+7.2
*BUSINESS WEEK (NORTH AMERICA) (870,000)	2.00	27	852,038	42,005	894,043	26	849,447	40,088	889,535	+.3	+4.8	+.5
BUSINESS WEEK WORLD WIDE (980,000)	2.00	27	945,286	59,523	1,004,809	26	937,176	55,644	992,820	+.9	+7.0	+1.2
BUTTERICK HOME CATALOG (None Claimed)	2.25	2	246,022	68,352	314,374	2	215,324	67,460	282,784	+14.3	+1.3	+11.2
BYTE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CABLECAST			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CALIFORNIA CITY GROUP (Variable Rate Base)	(c)	6	362,370	59,190	421,560	6	365,152	63,221	428,373	-.8	-6.4	-1.6
CALIFORNIA MAGAZINE (350,000)	2.00	6	349,890	7,929	357,819	6	359,671	14,116	373,787	-2.7	-43.8	-4.3
CAPE COD LIFE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CAPPER'S (None Claimed)	85	13	377,345		377,345	13	382,293		382,293	-1.3		-1.3
*CAR AND DRIVER to 10/90 (900,000) since 10/90 (950,000)	2.95	6	748,762	210,633	959,395	6	710,277	224,100	934,377	+5.4	-6.0	+2.7
CAR AUDIO AND ELECTRONICS (110,000)	3.95	6	70,681	51,816	122,497				(a)			

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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*CAR CRAFT (425,000)	2.75	6	280,766	145,844	426,610	6	257,507	189,072	446,579	+9.0	-22.9	-4.5
CAREER PILOT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CAROLINA COUNTRY (330,000)		6	335,574		335,574	6	329,888		329,888	+1.7		+1.7
CARS & PARTS (None Claimed)	2.50	6	66,493	29,317	95,810	6	69,239	30,765	100,004	-4.0	-4.7	-4.2
CAT FANCY (None Claimed)	2.50	6	213,693	33,849	247,542	6	224,276	33,153	257,429	-4.7	+2.1	-3.8
CATHOLIC DIGEST (600,000)	1.50	6	546,487	42,782	589,269	6	557,200	42,331	599,531	-1.9	+1.1	-1.7
CATS MAGAZINE (None Claimed)	2.50	6	126,764	2,963	129,727	6	132,629	2,957	135,586	-4.4	+.2	-4.3
CD REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CENTRAL FLORIDA MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CHANGES-FOR AND ABOUT ADULT CHILDREN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*CHANGING TIMES, THE KIPLINGER'S PERSONAL FINANCE MAGAZINE (1,000,000)	2.50	6	1,109,295	30,443	1,139,738	6	1,266,319	33,834	1,300,153	-12.4	-10.0	-12.3
CHICAGO (200,000)	2.25	6	175,724	25,193	200,917	6	175,026	25,505	200,531	+.4	-1.2	+.2
THE CHRONICLE OF HIGHER EDUCATION (None Claimed)	2.75	23	88,598		88,598	22	84,208		84,208	+5.2		+5.2
THE CHRONICLE OF PHILANTHROPY (None Claimed)	2.75	11	20,931		20,931	11	16,112		16,112	+29.9		+29.9
THE CHRONICLE OF THE HORSE (None Claimed)	1.25	26	23,517	340	23,857	26	22,293	314	22,607	+5.5	+8.3	+5.5
CIRCUS MAGAZINE (None Claimed)	2.95	6	42,472	141,554	184,026	6	46,347	203,858	250,205	-8.4	-30.6	-26.5

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CLEVELAND MAGAZINE (None Claimed)	1.95	6	32,869	7,256	40,125	6	33,768	7,647	41,415	-2.7	-5.1	-3.1
COLLECTORS' SHOWCASE (None Claimed)	3.95	4	12,991	1,650	14,641				(a)			
*COLONIAL HOMES (575,000)	3.00	3	420,170	192,209	612,379	3	383,786	201,790	585,576	+9.5	-4.8	+4.6
COLORADO HOMES & LIFESTYLES (None Claimed)	2.50	3	10,901	4,220	15,121	3	12,960	3,999	16,959	-15.9	+5.5	-10.8
COLUMBIA JOURNALISM REVIEW			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COLUMBUS MONTHLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COMMERCE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COMPUTE (275,000)	2.95	3	305,666	49,567	355,233	6	165,795	45,999	211,794	+84.4	+7.8	+67.7
COMPUTER LANGUAGE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*COMPUTER SHOPPER (315,000)	2.95	6	137,862	195,361	333,223	6	118,995	172,533	291,528	+15.9	+13.2	+14.3
THE CONDE NAST LTD. (4,075,000)	(c)	6	3,339,562	1,554,901	4,894,463	6	3,172,204	1,662,315	4,834,519	+5.3	-6.5	+1.2
THE CONDE NAST PACKAGE OF WOMEN (5,300,000)	(c)	(c)	2,609,777	3,364,978	5,974,755	(c)	2,517,262	3,691,442	6,208,704	+3.7	-8.8	-3.8
*CONDE NAST TRAVELER (600,000)	2.50	6	696,583	30,552	727,135	6	711,445	29,462	740,907	-2.1	+3.7	-1.9
CONNECTICUT MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*CONNOISSEUR (320,000)	3.00	6	313,085	15,923	329,008	6	309,506	17,517	327,023	+1.2	-9.1	+.6
CONSUMERS DIGEST (775,000)	2.50	3	818,010	55,694	873,704	3	758,247	55,126	813,373	+7.9	+1.0	+7.4
*COOKING LIGHT to 09/01/90 (800,000) since 09/01/90 (900,000)	2.25	3	830,499	94,000	924,499	3	600,968	88,676	689,644	+38.2	+6.0	+34.1

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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
COONHOUND BLOODLINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*COSMOPOLITAN (2,500,000)	2.50	6	559,752	2,041,219	2,600,971	6	498,564	2,203,561	2,702,125	+12.3	-7.4	-3.7
COSMOPOLITAN EN ESPANOL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*COUNTRY HOME (1,000,000)	2.95	3	755,675	273,667	1,029,342	3	733,414	229,667	963,081	+3.0	+19.2	+6.9
COUNTRY JOURNAL (250,000)	2.95	3	229,927	18,954	248,881	3	298,780	16,484	315,264	-23.0	+15.0	-21.1
*COUNTRY LIVING (1,700,000)	2.50	6	1,185,299	618,568	1,803,867	6	1,155,544	645,870	1,801,414	+2.6	-4.2	+.1
COUNTRY LIVING (OHIO) (None Claimed)		6	217,361		217,361	6	214,505		214,505	+1.3		+1.3
COUNTRY MUSIC (475,000)	2.50	3	467,432	15,256	482,688	3	446,051	8,976	455,027	+4.8	+70.0	+6.1
CRAFTS (None Claimed)	2.25	6	260,241	116,374	376,615	6	234,819	135,857	370,676 @	+10.8	-14.3	+1.6
CRAFTS 'N THINGS (None Claimed)	2.25	4	181,575	122,310	303,885	4	249,667	113,227	362,894	-27.3	+8.0	-16.3
CREATIVE CLASSROOM to 09/01/90 (None) since 09/01/90 (130,000)		3	140,783		140,783	3	127,766		127,766	+10.2		+10.2
*CREATIVE IDEAS FOR LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CRUISE TRAVEL (None Claimed)	2.50	3	145,620	6,975	152,595	3	138,919	6,156	145,075	+4.8	+13.3	+5.2
CRUISING WORLD (135,000)	2.95	6	114,502	21,053	135,555	6	104,983	30,034	135,017	+9.1	-29.9	+.4
*CYCLE (350,000)	2.25	6	258,538	72,250	330,788	6	263,268	67,667	330,935	-1.8	+6.8	
*CYCLE WORLD (240,000)	2.25	6	175,623	77,300	252,923	6	177,595	68,334	245,929	-1.1	+13.1	+2.8
D MAGAZINE (DALLAS/FT. WORTH)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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DARKROOM & CREATIVE CAMERA TECHNIQUES (None Claimed)	4.00	3	36,608	7,689	44,297	3	36,730	8,297	45,027	-.3	-7.3	-1.6
DARKROOM PHOTOGRAPHY (None Claimed)	2.95	6	24,413	16,036	40,449	6	28,487	14,748	43,235 ^	-14.3	+8.7	-6.4
DATA BASED ADVISOR (None Claimed)	3.95	6	32,446	8,232	40,678	6	31,380	8,175	39,555	+3.4	+.7	+2.8
DECORATING REMODELING (600,000)	1.95	4	447,843	218,443	666,286	4	251,879	252,633	504,512	+77.8	-13.5	+32.1
DEER & DEER HUNTING (160,000)	2.95	6	92,411	53,382	145,793	5	71,913	68,217	140,130	+28.5	-21.8	+4.0
DELAWARE TODAY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
DELL PUZZLE MAGAZINE GROUP (None Claimed)	(c)	(c)	149,117	1,365,230	1,514,347				(c)			
*DETAILS (100,000)	2.00	5	55,451	64,295	119,746	5	52,707	47,596	100,303	+5.2	+35.1	+19.4
*DETROIT MONTHLY (None Claimed)	1.95	6	88,786	7,229	96,015	6	93,287	6,737	100,024	-4.8	+7.3	-4.0
DIABETES SELF-MANAGEMENT (150,000)	3.00	3	142,509		142,509	3	137,374		137,374	+3.7		+3.7
DICK VITALE'S BASKETBALL (200,000)	4.95	1		213,081	213,081	1		205,175	205,175		+3.9	+3.9
DIRT BIKE (None Claimed)	2.50	6	35,745	86,551	122,296	6	36,476	83,804	120,280 @	-2.0	+3.3	+1.7
*DIRT RIDER (150,000)	2.75	6	117,597	49,659	167,256	6	104,887	48,049	152,936	+12.1	+3.4	+9.4
DIRT WHEELS (None Claimed)	2.95	6	20,671	37,840	58,511	6	21,213	45,571	66,784	-2.6	-17.0	-12.4
*DISCOVER (1,100,000)	2.95	6	953,478	168,377	1,121,855	6	872,111	180,923	1,053,034	+9.3	-6.9	+6.5

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DISCOVERY (1,625,000)	2.00	2	1,644,044		1,644,044	2	1,607,574		1,607,574	+2.3		+2.3
DOG FANCY (None Claimed)	2.50	6	140,215	28,208	168,423	6	140,807	24,527	165,334	-.4	+15.0	+1.9
DOG WORLD			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DON HEINRICH'S COLLEGE FOOTBALL (170,000)	4.95	1		167,993	167,993	1		168,414	168,414 ^		-.3	-.3
DON HEINRICH'S PRO PREVIEW (220,000)	4.95	1		239,756	239,756	1		236,224	236,224		+1.5	+1.5
DR. DOBB'S JOURNAL (None Claimed)	3.50	6	68,936	18,762	87,698	6	60,584	16,546	77,130	+13.8	+13.4	+13.7
DRUMS & DRUMMING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DUCKS UNLIMITED			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
DUNE BUGGIES AND HOT VW'S			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
EARLY AMERICAN LIFE (200,000)	2.95	3	174,154	26,402	200,556	3	225,463	26,844	252,307	-22.8	-1.7	-20.5
EASYRIDERS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
EASYRIDERS GERMAN EDITION			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*EBONY (1,750,000)	2.00	6	1,541,490	269,178	1,810,668	6	1,534,839	257,137	1,791,976	+.4	+4.7	+1.0
THE ECONOMIST (NORTH AMERICAN EDITION) (181,521)	3.00	25	181,047	17,292	198,339	26	153,682	12,760	166,442	+17.8	+35.5	+19.2
EDUCATION WEEK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ELEGANT BRIDE (None Claimed)	4.50	3		120,403	120,403				(a)			
ELEVEN MAGAZINE (150,000)		6	156,277		156,277	6	152,914		152,914	+2.2		+2.2
THE ELKS MAGAZINE (None Claimed)	.50	5	1,472,652		1,472,652	5	1,501,652		1,501,652	-1.9		-1.9

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*ELLE (825,000)	3.00	6	458,855	377,701	836,556	6	316,909	509,427	826,336	+44.8	-25.9	+1.2
EM:EBONY MAN (225,000)	2.00	6	207,029	69,173	276,202				(a)			
*ENDLESS VACATION (700,000)		4	798,531		798,531	4	722,102	2,037	724,139	+10.6		+10.3
ENTREPRENEUR MAGAZINE (325,000)	3.00	6	238,472	87,735	326,207	6	222,316	91,116	313,432	+7.3	-3.7	+4.1
EQUUS (None Claimed)	3.00	6	110,292	9,720	120,012	6	103,598	7,821	111,419	+6.5	+24.3	+7.7
*ESQUIRE (700,000)	2.50	6	608,484	111,665	720,149	6	611,288	122,387	733,675	-.5	-8.8	-1.8
*ESSENCE (850,000)	1.75	6	639,344	211,263	850,607	6	639,689	211,345	851,034	-.1		-.1
EUROPE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*EUROPEAN TRAVEL & LIFE to 09/90 (390,000) since 09/90 (410,000)	2.95	5	340,096	45,491	385,587	5	306,297	53,806	360,103	+11.0	-15.5	+7.1
EXERCISE FOR MEN ONLY (None Claimed)	3.95	2	10,005	118,637	128,642	3	9,419	98,884	108,303 ^	+6.2	+20.0	+18.8
*FAMILY CIRCLE (5,250,000)	1.25	8	2,375,087	3,056,692	5,431,779	8	1,623,695	3,838,091	5,461,786	+46.3	-20.4	-.6
*THE FAMILY HANDYMAN (1,300,000)	2.25	4	1,268,833	62,863	1,331,696	4	1,332,274	50,273	1,382,547	-4.8	+25.0	-3.7
*FEDERAL TIMES (None Claimed)	1.50	27	30,256	1,608	31,864	26	33,195	1,192	34,387	-8.9	+34.9	-7.3
*FIELD & STREAM (2,000,000)	1.95	6	1,932,530	83,768	2,016,298	6	1,917,077	98,500	2,015,577	+.8	-15.0	
FINANCIAL WORLD (485,000)	3.00	13	500,641	3,379	504,020	13	438,073	3,969	442,042	+14.3	-14.9	+14.0
FINE HOMEBUILDING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FIREHOUSE (110,000)	3.25	6	104,170		104,170	6	107,768		107,768	-3.3		-3.3

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FIRST FOR WOMEN to 07/30/90 (4,000,000) since 07/30/90 (3,000,000)	1.25	7		2,649,810	2,649,810	6		3,509,688	3,509,688		-24.5	-24.5
FISHING AND HUNTING NEWS (None Claimed)	1.95	13	109,340	11,154	120,494	23	122,284	8,236	130,520	-10.6	+35.4	-7.7
FISHING FACTS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FISHING WORLD (250,000)	2.50	3	283,241	8,470	291,711	3	347,571	4,018	351,589 @	-18.5	+110.8	-17.0
FLORIDA HOME & GARDEN (None Claimed)	3.00	6	39,398	6,225	45,623	6	43,687	5,131	48,818	-9.8	+21.3	-6.5
FLORIDA SPORTSMAN (None Claimed)	2.50	6	68,492	32,174	100,666	6	68,670	33,864	102,534	-.3	-5.0	-1.8
FLOWER AND GARDEN (550,000)	2.00	3	553,285	20,000	573,285	3	581,056	15,283	596,339	-4.8	+30.9	-3.9
FLY FISHERMAN (130,000)	3.50	3	103,336	36,783	140,119	3	106,090	31,950	138,040	-2.6	+15.1	+1.5
*FLYING (None Claimed)	2.95	6	264,340	63,550	327,890	6	252,212	69,450	321,662	+4.8	-8.5	+1.9
FLYING MODELS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*FOOD & WINE (800,000)	2.50	6	781,506	36,659	818,165	6	784,503	39,027	823,530	-.4	-6.1	-.7
FOOTBALL DIGEST (None Claimed)	2.50	5	175,118	10,520	185,638	5	157,220	10,580	167,800	+11.4	-.6	+10.6
*FORBES (735,000)	4.00	14	704,827	39,364	744,191	13	702,437	41,096	743,533	+.3	-4.2	+.1
FOREIGN AFFAIRS (107,500)	6.95	2	93,166	15,246	108,412	2	92,961	15,076	108,037	+.2	+1.1	+.4
FORTUNE (INTERNATIONAL) to 08/01/90 (105,000) since 08/01/90 (115,000)		15	107,420	12,285	119,705	14	100,223	11,845	112,068	+7.2	+3.7	+6.8
*FORTUNE (NORTH AMERICA) (650,000)	3.95	15	638,143	35,213	673,356	14	624,712	44,230	668,972	+2.2	-20.4	+.7

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FORTUNE (WORLDWIDE) to 08/01/90 (755,000) since 08/01/90 (765,000)		15	745,562	47,498	793,060	14	724,935	56,105	781,040	+2.9	-15.3	+1.5
*FOUR WHEELER (305,000)	2.95	6	206,167	133,095	339,262	6	192,167	145,110	337,277	+7.3	-8.3	+.6
FREQUENT FLYER MAGAZINE PART II OF THE POCKET FLIGHT GUIDES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
FULL CRY (None Claimed)	1.50	6	27,023	180	27,203	6	31,035	186	31,221	-12.9	-3.2	-12.9
FUR-FISH-GAME			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
GAME & FISH MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
'GBH'/THE MEMBERS' MAGAZINE (180,000)		6	177,184		177,184	6	182,059		182,059	-2.7		-2.7
GEOMUNDO			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*GLAMOUR (2,000,000)	2.50	6	954,467	1,201,690	2,156,157	6	909,773	1,314,362	2,224,135	+4.9	-8.6	-3.1
*GLOBE (1,400,000)	.79	26	50,862	1,149,622	1,200,484	26	53,866	1,275,547	1,329,413	-5.6	-9.9	-9.7
*GOLF DIGEST (1,350,000)	2.95	6	1,222,370	135,063	1,357,433	6	1,223,660	140,247	1,363,907	-.1	-3.7	-.5
*GOLF ILLUSTRATED (450,000)	1.95	5	439,606	30,421	470,027	5	417,978	33,309	451,287	+5.2	-8.7	+4.2
*GOLF MAGAZINE (1,050,000)	2.95	6	976,887	112,112	1,088,999	6	913,762	105,617	1,019,379	+6.9	+6.2	+6.8
GOLF WORLD (None Claimed)	1.50	16	117,342	390	117,732	16	111,522		111,522	+5.2		+5.6
*GOOD HOUSEKEEPING (5,000,000)	1.95	6	3,732,831	1,419,690	5,152,521	6	3,640,720	1,511,525	5,152,245	+2.5	-6.1	
*GOURMET (725,000)	2.50	6	792,929	106,620	899,549	6	691,617	115,760	807,377	+14.7	-7.9	+11.4

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*GQ-GENTLEMEN'S QUARTERLY (550,000)	3.00	6	303,234	334,719	637,953	6	290,269	394,134	684,403	+4.5	-15.1	-6.8
GRAND RAPIDS MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*GRIT (None Claimed)	.75	26	342,534	28,890	371,424	27	403,897	31,174	435,071 @	-15.2	-7.3	-14.6
GUITAR FOR THE PRACTICING MUSICIAN (None Claimed)	3.50	6	57,535	122,604	180,139	6	57,386	109,694	167,080	+.3	+11.8	+7.8
GUITAR PLAYER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
GUN DOG (None Claimed)	3.50	3	57,561	344	57,905	3	54,608	262	54,870	+5.4	+31.3	+5.5
*GUNS & AMMO (525,000)	2.95	6	435,270	149,046	584,316	6	440,120	166,302	606,422	-1.1	-10.4	-3.7
GUNS MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
HADASSAH MAGAZINE (None Claimed)		5	260,852		260,852	5	258,447		258,447	+.9		+.9
*HARPER'S BAZAAR (700,000)	2.50	6	455,161	293,845	749,006	6	413,914	321,824	735,738	+10.0	-8.7	+1.8
HARPER'S BAZAAR EN ESPANOL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*HARPER'S MAGAZINE (190,000)	2.50	6	168,314	37,255	205,569	6	156,819	36,183	193,002	+7.3	+3.0	+6.5
HARROWSMITH COUNTRY LIFE (None Claimed)	2.95	3	185,173	17,256	202,429	3	189,699	13,355	203,054	-2.4	+29.2	-.3
HARVARD BUSINESS REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
HAWAII (None Claimed)	2.95	3	51,861	4,274	56,135	3	50,365	4,619	54,984	+3.0	-7.5	+2.1
*HEALTH (800,000)	2.25	5	877,997	997	878,994	6	1,082,324	6,372	1,088,696	-18.9	-84.4	-19.3
HEARST COMBO POWER (Variable Rate Base)	1.95	6	6,898,191	2,161,552	9,059,743				(c)			

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HEARST HOME DELIVERY (Variable Rate Base)	(c)	(c)	2,927,146	1,280,211	4,207,357				(c)			
HEARST MAN POWER (Variable Rate Base)	(c)	6	2,436,785	456,736	2,893,521	6	2,440,785	470,738	2,911,523	-.2	-3.0	-.6
HEARST WOMAN POWER (Variable Rate Base)	(c)	6	9,676,123	5,343,446	15,019,569				(c)			
*HG-HOUSE & GARDEN (500,000)	4.00	6	544,140	80,099	624,239	6	522,983	89,182	612,165	+4.1	-10.2	+2.0
HISTORIC PRESERVATION (170,000)		3	209,820	2,119	211,939	3	208,065	3,748	211,813	+.8	-43.5	+.1
HOMBRE DE MUNDO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*HOME (925,000)	1.95	6	832,009	110,150	942,159	6	809,463	115,872	925,335	+2.8	-4.9	+1.8
HOME & AWAY (None Claimed)	1.00	3	1,877,949		1,877,949	3	1,791,728		1,791,728	+4.8		+4.8
HOME MAGAZINE'S BEST KITCHEN IDEAS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*HOME MECHANIX (1,200,000)	1.95	5	1,168,868	46,310	1,215,178	6	1,154,520	54,875	1,209,395	+1.2	-15.6	+.5
*HOME OFFICE COMPUTING (None Claimed)	2.95	6	325,409	24,647	350,056	6	341,997	33,550	375,547	-4.9	-26.5	-6.8
*HOMEOWNER (775,000)	1.95	5	778,461	16,551	795,012	5	769,325	21,985	791,310	+1.2	-24.7	+.5
HONOLULU (45,000)	2.00	6	66,059	3,618	69,677	6	51,694	2,933	54,627	+27.8	+23.4	+27.6
HORSE & RIDER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
HORSE ILLUSTRATED (None Claimed)	2.25	6	95,664	24,153	119,817	6	86,985	22,934	109,919	+10.0	+5.3	+9.0
HORSEPLAY (None Claimed)	2.95	6	33,710	4,640	38,350	6	33,999	3,569	37,568	-.9	+30.0	+2.1

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING (260,000)	2.50	6	248,118	12,186	260,304	6	217,741	13,941	231,682	+14.0	-12.6	+12.4
*HOT ROD (875,000)	2.95	6	648,533	228,405	876,938	6	612,440	299,227	911,667	+5.9	-23.7	-3.8
HOUNDS & HUNTING (None Claimed)	1.75	6	9,001	7	9,008	6	9,017	6	9,023	-.2	+16.7	-.2
*HOUSE BEAUTIFUL to 08/90 (900,000) since 08/90 (950,000)	2.50	6	743,956	241,173	985,129	6	683,228	256,507	939,735	+8.9	-6.0	+4.8
HOUSTON METROPOLITAN MAGAZINE (85,000)	1.95	6	78,705	6,303	85,008	6	78,537	6,493	85,030	+.2	-2.9	
HUDSON VALLEY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
I LOVE CATS (200,000)	3.50	3	185,159		185,159	3	212,505		212,505	-12.9		-12.9
IDEAS PARA SU HOGAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
IEEE SPECTRUM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ILLINOIS RURAL ELECTRIC NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*INC (640,000)	3.00	6	591,984	48,792	640,776	6	586,366	43,837	630,203	+1.0	+11.3	+1.7
INCIDER A+ (175,000)	3.95	6	109,232	17,159	126,391	6	171,505	20,405	191,910	-36.3	-15.9	-34.1
INDIANAPOLIS MONTHLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE IN FISHERMAN (None Claimed)	2.95	3	220,497	104,654	325,151	3	195,305	109,469	304,774	+12.9	-4.4	+6.7
IN HEALTH (525,000)	3.00	3	509,855	20,802	530,657	3	383,383	16,309	399,692	+33.0	+27.6	+32.8
*INSIDE SPORTS (625,000)	2.95	6	469,411	187,560	656,971	6	415,149	185,081	600,230	+13.1	+1.3	+9.5
INSIGHT (500,000)	2.00	26	473,292		473,292	26	460,997		460,997	+2.7		+2.7

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
INSTRUCTOR MAGAZINE (None Claimed)	3.00	4	292,528		292,528	4	283,060		283,060	+3.3		+3.3
INTERVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
IRELAND OF THE WELCOMES	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE											
ISLANDS (150,000)	3.95	3	123,699	33,295	156,994	3	125,030	26,759	151,789	-1.1	+24.4	+3.4
*JET (850,000)	1.25	26	815,889	152,656	968,545	26	694,209	166,462	860,671	+17.5	-8.3	+12.5
JUNIOR LEAGUE REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
JUNIOR SCHOLASTIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
KENTUCKY LIVING (None Claimed)		6	351,914		351,914	6	346,082		346,082	+1.7		+1.7
KEYBOARD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
KID CITY MAGAZINE to 09/90 (250,000) since 09/90 (275,000)		5	327,854		327,854	5	302,885		302,885	+8.2		+8.2
KIWANIS (None Claimed)	.75	5	284,184		284,184	5	284,467		284,467	-.1		-.1
KNAPP SIGNATURE COLLECTION (Variable Rate Base)	(c)	6	2,642,654	328,783	2,971,437							
*LADIES' HOME JOURNAL (5,000,000)	1.95	6	4,041,010	960,729	5,001,739	6	4,070,185	968,112	5,038,297	-.7	-.8	-.7
LADY'S CIRCLE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
LAKELAND BOATING (None Claimed)	2.95	5	34,357	3,649	38,006	5	34,831	5,096	39,927	-1.4	-28.4	-4.8
LANG COMMUNICATIONS GROUP	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*LEAR'S (425,000)	3.00	6	407,550	46,007	453,557	5	388,223	64,500	452,723	+5.0	-28.7	+.2
LEARNING '90 (None Claimed)	3.00	4	313,549		313,549	4	310,918		310,918	+.9		+.9

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*LIFE (1,700,000)	2.95	7	1,285,790	558,692	1,844,482	7	1,166,173	583,550	1,749,723	+10.3	-4.3	+5.4
*LONGEVITY (250,000)	3.00	6	266,666	47,054	313,720	5	124,118	68,175	192,293 ^	+114.9	-31.0	+63.2
LOS ANGELES MAGAZINE (172,000)	2.50	6	126,869	45,241	172,110	6	126,951	47,633	174,584	-.1	-5.0	-1.4
LOUISVILLE MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
LOWRIDER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*MACFADDEN WOMEN'S GROUP (1,500,000)	1.49	6	615,660	661,487	1,277,147	6	1,046,518	636,802	1,683,320 @	-41.2	+3.9	-24.1
*MACUSER to 09/90 (300,000) since 09/90 (315,000)	2.95	6	252,688	58,565	311,253	6	253,753	51,157	304,910 ^	-.4	+14.5	+2.1
*MADEMOISELLE (1,100,000)	2.50	6	502,772	675,344	1,178,116	6	459,661	702,545	1,162,206	+9.4	-3.9	+1.4
THE MAGAZINE ANTIQUES (None Claimed)	5.00	6	57,684	4,971	62,655	6	58,230	5,258	63,488	-.9	-5.5	-1.3
MARVEL COMICS GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MATURE OUTLOOK (860,000)		3	759,369		759,369	3	743,353		743,353 @	+2.2		+2.2
*MCCALL'S (5,000,000)	1.75	6	4,587,013	433,114	5,020,127	6	4,488,066	600,620	5,088,686	+2.2	-27.9	-1.4
MCCALL'S NEEDLEWORK & CRAFTS (None Claimed)	2.95	3	362,831	77,450	440,281	3	506,651	66,939	573,590	-28.4	+15.7	-23.2
MECANICA POPULAR			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MEMPHIS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MEN'S FITNESS (None Claimed)	2.95	6	60,006	123,506	183,512	6	57,181	147,876	205,057	+4.9	-16.5	-10.5
*METROPOLITAN HOME (700,000)	3.00	6	602,791	72,780	675,571	6	626,822	82,127	708,949	-3.8	-11.4	-4.7
MICHIGAN COUNTRY LINES (153,000)		3	162,450		162,450	3	159,081		159,081	+2.1		+2.1
MICHIGAN LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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MID-ATLANTIC COUNTRY (None Claimed)	1.95	6	115,465	3,785	119,250	6	109,410	4,350	113,760	+5.5	-13.0	+4.8
*MIDWEST LIVING to 12/01/90 (600,000) since 12/01/90 (650,000)	2.95	3	543,759	81,200	624,959	3	485,722	88,667	574,389	+12.0	-8.4	+8.8
MIDWEST OUTDOORS (None Claimed)	1.25	6	20,713	17,976	38,689	6	19,704	17,672	37,376	+5.1	+1.7	+3.5
MILWAUKEE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*M INC. THE CIVILIZED MAN to 09/90 (160,000) since 09/90 (200,000)	3.00	6	176,196	34,656	210,852	6	107,757	44,130	151,887	+63.5	-21.5	+38.8
MINNESOTA MONTHLY (75,000)	1.95	6	69,239	2,172	71,411	6	62,328	1,848	64,176	+11.1	+17.5	+11.3
MODEL RAILROADER (None Claimed)	2.95	6	135,864	66,367	202,231	6	128,212	65,552	193,764	+6.0	+1.2	+4.4
*MODERN BRIDE (None Claimed)	5.00	3	29,799	251,547	281,346	3	25,169	300,118	325,287	+18.4	-16.2	-13.5
*MODERN MATURITY (22,400,000)		3	22,430,894		22,430,894	3	21,430,990		21,430,990	+4.7		+4.7
*MONEY (1,800,000)	2.95	7	1,627,943	287,110	1,915,053	7	1,549,891	284,727	1,834,618	+5.0	+.8	+4.4
MOTHER EARTH NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
MOTHER JONES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
MOTOCROSS ACTION (None Claimed)	2.95	6	23,091	66,277	89,368	6	21,563	65,445	87,008	+7.1	+1.3	+2.7
*MOTOR BOATING & SAILING (None Claimed)	3.00	6	111,899	25,104	137,003	6	108,557	28,736	137,293	+3.1	-12.6	-.2
*MOTOR TREND (800,000)	2.95	6	682,088	210,842	892,930	6	570,269	247,752	818,021	+19.6	-14.9	+9.2
*MOTORCYCLIST (200,000)	2.50	6	139,602	85,732	225,334	6	125,677	81,036	206,713	+11.1	+5.8	+9.0
MOTORHOME (None Claimed)	2.95	6	139,889	14,613	154,502	6	138,907	14,964	153,871	+.7	-2.4	+.4

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MOTORLAND			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MOUNTAIN BIKE ACTION (None Claimed)	2.95	6	14,349	49,484	63,833	6	10,203	34,919	45,122	+40.6	+41.7	+41.5
MPLS. ST. PAUL MAGAZINE (62,000)	1.95	6	45,353	13,274	58,627	6	48,151	14,000	62,151	-5.8	-5.2	-5.7
MUSCLE & FITNESS (None Claimed)	3.95	6	126,751	479,206	605,957	6	123,453	468,379	591,832	+2.7	+2.3	+2.4
MUSICIAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*MUSTANG (None Claimed)	2.95	3	54,417	74,773	129,190	3	54,089	81,096	135,185	+.6	-7.8	-4.4
THE NATION			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*NATION'S BUSINESS (850,000)	2.50	6	857,016	3,104	860,120	6	855,516	2,712	858,228	+.2	+14.5	+.2
*NATIONAL ENQUIRER (4,100,000)	.85	26	385,071	3,418,536	3,803,607	26	437,244	3,663,496	4,100,740	-11.9	-6.7	-7.3
*NATIONAL EXAMINER (1,000,000)	.79	26	17,596	787,711	805,307	26	18,892	875,064	893,956	-6.9	-10.0	-9.9
NATIONAL FISHERMAN (None Claimed)	2.50	6	37,696	8,735	46,431	6	41,056	9,474	50,530	-8.2	-7.8	-8.1
*NATIONAL GEOGRAPHIC MAGAZINE (10,125,000)	2.65	6	10,101,416	88,287	10,189,703	6	10,803,286	87,374	10,890,660	-6.5	+1.0	-6.4
NATIONAL LAMPOON (250,000)	3.95	3	103,419	127,846	231,265	3	95,792	147,606	243,398	+8.0	-13.4	-5.0
THE NATIONAL LAW JOURNAL (None Claimed)	2.00	27	40,211	155	40,366	26	43,414	134	43,548	-7.4	+15.7	-7.3
NATIONAL REVIEW (150,000)	2.95	13	145,019	6,787	151,806	13	126,225	6,943	133,168	+14.9	-2.3	+14.0
*NATURAL HISTORY (510,000)	2.50	6	514,478	6,191	520,669	6	508,817	7,492	516,309	+1.1	-17.4	+.8
*NAVY TIMES (90,000)	2.00	27	78,255	10,435	88,690	26	81,415	9,478	90,893	-3.9	+10.1	-2.4

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NEA TODAY to 09/01/90 (1,800,000) since 09/01/90 (1,900,000)		4	1,978,641		1,978,641	4	1,919,340		1,919,340	+3.1		+3.1
*NEW CHOICES FOR THE BEST YEARS (575,000)	2.50	6	580,392		580,392	6	580,431	10,702	591,133			-1.8
NEW ENGLAND MONTHLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
NEW HAMPSHIRE PROFILES	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE											
NEW JERSEY LAWYER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
NEW JERSEY MONTHLY (None Claimed)	2.95	6	79,537	12,044	91,581	6	84,180	14,391	98,571	-5.5	-16.3	-7.1
NEW MEXICO MAGAZINE (100,000)	2.25	6	115,747	6,731	122,478	6	102,373	6,844	109,217	+13.1	-1.7	+12.1
THE NEW REPUBLIC (97,500)	2.95	23	92,827	4,622	97,449	23	93,402	4,467	97,869	-.6	+3.5	-.4
*NEW WOMAN (1,260,000)	2.25	6	712,847	627,693	1,340,540	6	746,892	643,938	1,390,830	-4.6	-2.5	-3.6
*NEW YORK MAGAZINE (415,000)	2.25	25	398,677	37,433	436,110	24	393,295	39,698	432,993	+1.4	-5.7	+.7
NEW YORK WOMAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*THE NEW YORKER (575,000)	1.75	27	588,995	24,752	613,747	26	595,427	26,696	622,123	-1.1	-7.3	-1.4
*NEWSWEEK (3,100,000)	2.50	27	3,029,705	182,253	3,211,958	26	3,006,589	173,422	3,180,011	+.8	+5.1	+1.0
NEWSWEEK INTERNATIONAL (ASIA EDITION) (205,000)		26	159,160	58,501	217,661	25	149,397	55,072	204,469	+6.5	+6.2	+6.5
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION) (300,000)		26	217,339	109,049	326,388	25	221,553	91,453	313,006	-1.9	+19.2	+4.3

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ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION) (58,000)		26	45,305	15,693	60,998	25	41,548	15,202	56,750	+9.0	+3.2	+7.5
NORTH AMERICAN FISHERMAN (110,000)		3	123,447		123,447	3	89,087		89,087 ^	+38.6		+38.6
NORTH AMERICAN HUNTER (None Claimed)		3	235,752		235,752	3	215,274		215,274	+9.5		+9.5
NORTH AMERICAN WHITETAIL			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NORTH SHORE (45,000)	1.95	6	33,715	3,087	36,802	6	27,300	3,325	30,625	+23.5	-7.2	+20.2
NRTA/AARP BULLETIN (22,100,000)		5	22,103,887		22,103,887	5	21,092,794		21,092,794	+4.8		+4.8
OFF-ROAD (None Claimed)	2.75	6	38,716	50,241	88,957	6	18,061	50,828	68,889	+114.4	-1.2	+29.1
OHIO MAGAZINE (None Claimed)	2.00	6	92,448	3,391	95,839	6	107,569	3,325	110,894	-14.1	+2.0	-13.6
OLD HOUSE JOURNAL			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
*OMNI to 10/90 (925,000) since 10/90 (750,000)	3.50	6	666,000	172,420	838,420	6	683,337	242,099	925,436	-2.5	-28.8	-9.4
*1,001 HOME IDEAS (1,650,000)	1.95	6	1,616,069	46,033	1,662,102	6	1,552,403	50,696	1,603,099	+4.1	-9.2	+3.7
OPEN WHEEL (50,000)	2.95	6	34,167	17,891	52,058	6	31,298	21,328	52,626	+9.2	-16.1	-1.1
OPERA NEWS (120,000)	2.50	7	119,371	2,121	121,492	7	122,796	1,938	124,734	-2.8	+9.4	-2.6
ORANGE COAST MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*ORGANIC GARDENING (1,000,000)	2.75	4	1,020,134	14,708	1,034,842	5	1,021,925	15,289	1,037,214	-.2	-3.8	-.2
*OUTDOOR LIFE (1,500,000)	1.95	6	1,420,578	91,886	1,512,464	6	1,400,491	107,038	1,507,529	+1.4	-14.2	+.3

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OUTDOOR PHOTOGRAPHER (None Claimed)	2.95	5	136,508	35,770	172,278	5	122,245	40,147	162,392	+11.7	-10.9	+6.1
*OUTSIDE (325,000)	2.95	6	263,452	61,718	325,170	6	240,260	61,451	301,711	+9.7	+.4	+7.8
*PACIFIC NORTHWEST (None Claimed)	2.95	6	87,173	9,565	96,738	6	63,450	9,600	73,050	+37.4	-.4	+32.4
PALM BEACH LIFE (None Claimed)	3.50	6	14,252	2,561	16,813	6	13,696	3,212	16,908	+4.1	-20.3	-.6
PALM SPRINGS LIFE (None Claimed)	3.95	6	16,538	4,385	20,923	6	15,253	4,764	20,017	+8.4	-8.0	+4.5
*PARENTING MAGAZINE (550,000)	2.50	5	507,264	47,916	555,180	5	439,405	49,704	489,109	+15.4	-3.6	+13.5
PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2.												
*PARENTS MAGAZINE (1,725,000)	1.95	6	1,585,756	157,668	1,743,424	6	1,610,166	142,531	1,752,697	-1.5	+10.6	-.5
*PC MAGAZINE (750,000)	2.95	10	655,901	130,140	786,041	10	616,026	124,466	740,492 ^	+6.5	+4.6	+6.2
*PC/COMPUTING (425,000)	2.95	6	523,351	74,878	598,229	6	406,600	65,038	471,642	+28.7	+15.1	+26.8
PENN LINES (None Claimed)		6	150,610		150,610	6	146,757		146,757	+2.6		+2.6
THE PENNSYLVANIA SPORTSMAN (None Claimed)	2.50	4	56,060	12,515	68,575	4	53,044	9,821	62,865	+5.7	+27.4	+9.1
*PENTHOUSE (2,000,000)	4.50	6	311,667	1,300,907	1,612,574	6	311,433	1,519,390	1,830,823	+.1	-14.4	-11.9
*PEOPLE WEEKLY to 11/12/90 (3,100,000) since 11/12/90 (3,150,000)	1.95	27	1,476,860	1,731,808	3,208,668	27	1,521,490	1,749,345	3,270,835	-2.9	-1.0	-1.9
PERFORMANCE HORSEMAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*PETERSEN MAGAZINE NETWORK (5,125,000)	(c)	6	4,094,634	1,355,184	5,449,818	6	3,860,562	1,492,379	5,352,941	+6.1	-9.2	+1.8

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*PETERSEN'S 4 WHEEL & OFF-ROAD (325,000)	2.95	6	220,306	122,239	342,545	6	207,041	134,372	341,413	+6.4	-9.0	+.3
*PETERSEN'S CIRCLE TRACK (110,000)	3.25	6	82,376	36,056	118,432	6	77,546	33,864	111,410	+6.2	+6.5	+6.3
*PETERSEN'S FISHING (100,000)	2.95	2	111,800	33,943	145,743	3	58,610	38,817	97,427 @	+90.8	-12.6	+49.6
*PETERSEN'S HANDGUNS (115,000)	2.95	6	55,727	75,428	131,155	6	27,344	81,436	108,780 @	+103.8	-7.4	+20.6
*PETERSEN'S HUNTING (325,000)	2.50	6	298,593	52,074	350,667	6	262,986	64,257	327,243	+13.5	-19.0	+7.2
*PETERSEN'S PHOTOGRAPHIC (250,000)	2.95	6	186,797	45,579	232,376	6	202,644	48,545	251,189 •	-7.8	-6.1	-7.5
PETERSEN'S PRO BASKETBALL ANNUAL (1990 EDITION) (None Claimed)	3.95	1		157,486	157,486	1		146,128	146,128		+7.8	+7.8
PETERSEN'S PRO FOOTBALL ANNUAL (1990 EDITION) (None Claimed)	3.95	1		202,587	202,587	1		200,229	200,229		+1.2	+1.2
PHILADELPHIA MAGAZINE (140,000)	2.50	6	116,628	29,098	145,726	6	119,201	29,790	148,991	-2.2	-2.3	-2.2
PHOENIX HOME & GARDEN (None Claimed)	2.50	6	31,766	4,246	36,012	6	31,989	4,414	36,403	-.7	-3.8	-1.1
PILLSBURY CLASSIC COOKBOOKS to 10/90 (400,000) since 10/90 (450,000)	2.50	6	44,678	421,959	466,637	6	42,187	434,744	476,931	+5.9	-2.9	-2.2
PITTSBURGH MAGAZINE (65,000)	2.50	6	59,592	4,964	64,556	6	55,114	6,030	61,144	+8.1	-17.7	+5.6
PLANE & PILOT (None Claimed)	2.95	6	88,654	24,558	113,212	6	74,216	23,628	97,844	+19.5	+3.9	+15.7
*PLAYBOY (3,400,000)	3.95	6	2,671,715	816,291	3,488,006	6	2,527,432	893,771	3,421,203	+5.7	-8.7	+2.0

PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2

ANALYZED PAID CIRCULATION
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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
POPULAR ELECTRONICS (None Claimed)	2.50	6	49,658	38,219	87,877	6	41,258	37,440	78,698	+20.4	+2.1	+11.7
POPULAR HOT RODDING (None Claimed)	2.50	6	89,611	133,533	223,144	6	82,927	134,559	217,486	+8.1	-.8	+2.6
*POPULAR MECHANICS (1,600,000)	1.95	6	1,382,449	268,615	1,651,064	6	1,385,704	264,989	1,650,693	-.2	+1.4	
*POPULAR PHOTOGRAPHY (950,000)	2.50	6	832,067	79,050	911,117	6	858,054	69,334	927,388	-3.0	+14.0	-1.8
*POPULAR SCIENCE (1,800,000)	2.00	6	1,606,207	201,333	1,807,540	6	1,598,736	219,667	1,818,403	+.5	-8.4	-.6
*PRACTICAL HOMEOWNER (750,000)	2.00	4	731,636	18,432	750,068	5	744,197	15,660	759,857	-1.7	+17.7	-1.3
PRACTICAL HORSEMAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*PREMIERE (450,000)	2.50	6	311,674	159,241	470,915	6	256,411	184,061	440,472	+21.6	-13.5	+6.9
*PREVENTION (3,000,000)	1.95	6	2,670,321	351,787	3,022,108	6	2,783,164	351,750	3,134,914	-4.1		-3.6
PRIVATE CLUBS (150,000)	3.00	3	172,402		172,402	3	158,063		158,063	+9.1		+9.1
PRIVATE PILOT (None Claimed)	2.95	6	67,628	23,732	91,360	6	67,493	22,958	90,451	+.2	+3.4	+1.0
PSYCHOLOGY TODAY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
THE QUARTER HORSE JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
THE QUARTER RACING JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
RADIO-ELECTRONICS (None Claimed)	2.95	6	126,096	58,930	185,026	6	138,388	61,789	200,177	-8.9	-4.6	-7.6
RAILROAD MODEL CRAFTSMAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*READER'S DIGEST (16,250,000)	1.97	6	15,371,047	893,500	16,264,547	6	15,419,265	924,334	16,343,599	-.3	-3.3	-.5
REASON (None Claimed)	2.95	5	33,720	1,282	35,002	5	28,617	1,393	30,010 ^	+17.8	-8.0	+16.6
*REDBOOK (3,800,000)	1.95	6	3,165,359	741,862	3,907,221	6	3,147,372	754,047	3,901,419	+.6	-1.6	+.2
RHODE ISLAND MONTHLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
RIDER (None Claimed)	1.95	6	90,588	12,331	102,919	6	94,876	10,833	105,709	-4.5	+13.8	-2.6
RIGHT ON! GROUP (200,000)	2.25	6		160,054	160,054							
RIP (None Claimed)	2.95	6	12,136	85,058	97,194	6	7,719	104,493	112,212 ^	+57.2	-18.6	-13.4
*ROAD & TRACK to 10/90 (700,000) since 10/90 (725,000)	2.95	6	537,118	184,450	721,568	6	499,806	208,417	708,223	+7.5	-11.5	+1.9
THE ROBB REPORT (None Claimed)	6.00	6	22,254	25,887	48,141	6	17,666	24,077	41,743	+26.0	+7.5	+15.3
*ROLLING STONE (1,200,000)	2.50	11	914,055	315,225	1,229,280	11	913,645	303,136	1,216,781		+4.0	+1.0
THE ROTARIAN (520,000)	1.00	6	532,032		532,032	6	529,020		529,020	+.6		+.6
*RUNNER'S WORLD (425,000)	2.95	6	378,600	69,000	447,600	6	357,870	69,953	427,823	+5.8	-1.4	+4.6
RURAL ARKANSAS (None Claimed)		6	251,679		251,679	6	245,698		245,698 ^	+2.4		+2.4
RURAL LIVING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SACRAMENTO MAGAZINE (None Claimed)	2.95	6	27,080	2,759	29,839	6	23,848	3,272	27,120	+13.6	-15.7	+10.0
SAIL (None Claimed)	2.50	6	124,311	43,774	168,085	6	118,332	42,628	160,960 @	+5.1	+2.7	+4.4
SAILING WORLD (57,000)	2.50	6	51,780	6,245	58,025	6	45,524	12,587	58,111	+13.7	-50.4	-.2
*SALT WATER SPORTSMAN (140,000)	2.95	6	119,158	25,212	144,370	6	114,069	24,548	138,617	+4.5	+2.7	+4.2

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SAN DIEGO HOME/GARDEN MAGAZINE (None Claimed)	1.95	6	33,709	3,467	37,176	6	30,554	4,329	34,883	+10.3	-19.9	+6.6
SAN DIEGO MAGAZINE (64,000)	2.00	6	57,612	9,495	67,107	6	58,818	10,675	69,493	-2.1	-11.1	-3.4
SAN FRANCISCO FOCUS (175,000)	2.50	6	177,889	4,454	182,343	6	179,383	4,913	184,296	-.8	-9.3	-1.1
*SASSY to 08/01/90 (500,000) since 08/01/90 (550,000)	2.00	6	410,305	133,859	544,164	6	316,630	133,849	450,479	+29.6		+20.8
SATELLITE ORBIT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
THE SATURDAY EVENING POST (570,000)	2.25	4	493,770	46,551	540,321	4	527,413	67,550	594,963	-6.4	-31.1	-9.2
*SAVVY WOMAN to 09/90 (450,000) since 09/90 (500,000)	2.95	5	494,436	2,565	497,001	6	445,072	11,640	456,712	+11.1	-78.0	+8.8
SCHOLASTIC HIGH SCHOOL NETWORK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SCHOLASTIC TEEN NETWORK (3,000,000)	1.25	(c)	2,595,621		2,595,621	(c)	2,713,512		2,713,512	-4.3		-4.3
SCIENCE (150,000)	3.50	25	153,547		153,547	25	152,841		152,841	+.5		+.5
SCIENCE NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
THE SCIENCES (70,000)	3.50	3	52,576	14,609	67,185	3	56,656	13,982	70,638	-7.2	+4.5	-4.9
*SCIENTIFIC AMERICAN (600,000)	3.95	6	490,993	150,425	641,418	6	506,463	152,759	659,222	-3.1	-1.5	-2.7
*SCOUTING (900,000)	.60	3	980,638		980,638	3	949,405		949,405	+3.3		+3.3
SEATTLE WEEKLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											

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*SELF (1,100,000)	1.95	6	603,850	497,047	1,100,897	6	621,707	591,607	1,213,314	-2.9	-16.0	-9.3
SESAME STREET MAGAZINE to 09/01/90 (1,200,000) since 09/01/90 (1,225,000)		5	1,249,565		1,249,565	5	1,235,842		1,235,842	+1.1		+1.1
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									
*SEVENTEEN (1,750,000)	1.95	6	1,317,445	454,917	1,772,362	6	1,282,922	483,239	1,766,161	+2.7	-5.9	+.4
SEW NEWS (None Claimed)	2.50	6	192,114	33,809	225,923	6	178,451	36,586	215,037	+7.7	-7.6	+5.1
*SHAPE MAGAZINE (None Claimed)	2.00	6	220,827	440,694	661,521	6	210,350	451,015	661,365	+5.0	-2.3	
SHOOTING TIMES (None Claimed)	2.95	6	92,204	84,473	176,677	6	90,982	83,812	174,794 @	+1.3	+.8	+1.1
SHUTTERBUG (None Claimed)	2.95	6	52,839	32,196	85,035	6	45,576	30,725	76,301	+15.9	+4.8	+11.5
*SIERRA (415,000)	2.95	3	471,479	7,646	479,125	3	400,237	8,231	408,468	+17.8	-7.1	+17.3
16 MAGAZINE (None Claimed)	2.25	6	10,481	176,324	186,805	5	8,240	167,999	176,239 @	+27.2	+5.0	+6.0
*SKI MAGAZINE (Variable Rate Base)	2.00	4	379,456	75,501	454,957	4	374,200	90,715	464,915	+1.4	-16.8	-2.1
*SKIING MAGAZINE (440,000)	2.00	4	360,555	82,448	443,003	4	355,599	91,613	447,212	+1.4	-10.0	-.9
*SKIN DIVER MAGAZINE (200,000)	2.95	6	176,963	41,510	218,473	6	174,337	44,945	219,282	+1.5	-7.6	-.4
*SMITHSONIAN (2,100,000)	3.00	6	2,219,450	15,256	2,234,706	6	2,328,261	14,182	2,342,443	-4.7	+7.6	-4.6
SNOW WEEK (25,000)	1.95	8	22,761	37	22,798	8	23,194	14	23,208	-1.9	+164.3	-1.8
*SOAP OPERA DIGEST (1,200,000)	1.95	13	412,395	1,034,646	1,447,041	13	321,352	1,144,662	1,466,014	+28.3	-9.6	-1.3
SOPHISTICATE'S HAIRSTYLE GUIDE (90,000)	2.95	3		116,744	116,744	3		102,315	102,315		+14.1	+14.1

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MAGAZINES WITH AT LEAST 70% PAID
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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 12/31/90 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 12/31/89 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SOUTH FLORIDA (None Claimed)	3.00	6	36,244	3,537	39,781	6	27,852	3,141	30,993	+30.1	+12.6	+28.4
*SOUTHERN ACCENTS (250,000)	4.00	5	219,494	31,100	250,594	3	206,794	47,991	254,785	+6.1	-35.2	-1.6
SOUTHERN HOMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*SOUTHERN LIVING (2,275,000)	2.50	6	2,175,975	165,099	2,341,074	6	2,119,254	199,587	2,318,841	+2.7	-17.3	+1.0
SOUTHERN OUTDOORS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SOUTHWEST ART (None Claimed)	4.50	6	54,750	20,411	75,161	6	50,551	14,685	65,236	+8.3	+39.0	+15.2
SPANAMERICA MAGAZINE NETWORK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SPANAMERICA MEN'S GROUP	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SPANAMERICA WOMEN'S GROUP	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SPIN (225,000)	2.95	6	143,489	110,799	254,288	6	65,112	94,305	159,417 ^	+120.4	+17.5	+59.5
*SPORT (850,000)	2.75	6	777,694	148,290	925,984	6	825,108	134,958	960,066	-5.8	+9.9	-3.6
SPORT FISHING (None Claimed)	2.95	3	58,705	21,901	80,606	4	61,657	19,136	80,793 @	-4.8	+14.5	-.2
*SPORT TRUCK (90,000)	2.95	6	48,049	39,908	87,957	3	27,439	51,665	79,104 ^	+75.1	-22.8	+11.2
*THE SPORTING NEWS to 12/03/90 (725,000) since 12/03/90 (625,000)	2.50	27	660,698	33,736	694,434	27	668,804	41,648	710,452	-1.2	-19.0	-2.3
*SPORTS AFIELD (500,000)	1.95	6	445,852	76,456	522,308	6	443,793	83,362	527,155	+.5	-8.3	-.9
SPORTS CAR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SPORTS CAR INTERNATIONAL (None Claimed)	3.00	6	24,074	41,150	65,224	6	11,561	34,150	45,711 ^	+108.2	+20.5	+42.7

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 12/31/90 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 12/31/89 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*SPORTS ILLUSTRATED (3,150,000)	2.75	27	3,115,897	104,119	3,220,016	26	3,302,664	121,729	3,424,393	-5.7	-14.5	-6.0
SPY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
ST. LOUIS MAGAZINE, INC. (None Claimed)	1.95	6	27,503	5,651	33,154	6	26,300	6,414	32,714	+4.6	-11.9	+1.3
*STAR (3,500,000)	.85	26	456,473	2,974,980	3,431,453	26	443,739	3,145,014	3,588,753	+2.9	-5.4	-4.4
STAR COMICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*STEREO REVIEW (500,000)	2.50	6	492,322	48,283	540,605	6	492,981	52,750	545,731	-.1	-8.5	-.9
STOCK CAR RACING (105,000)	2.95	6	74,033	41,380	115,413	6	60,865	40,144	101,009	+21.6	+3.1	+14.3
STREET & SMITH'S BASEBALL (None Claimed)	3.50	1		290,096	290,096	1		300,198	300,198		-3.4	-3.4
STREET RODDER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*SUCCESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SUN (None Claimed)	.79	26	3,962	396,185	400,147	26	4,088	428,759	432,847	-3.1	-7.6	-7.6
*SUNSET, THE MAGAZINE OF WESTERN LIVING (1,300,000)	2.50	6	1,320,826	85,761	1,409,587	6	1,305,293	87,722	1,393,015	+1.2	+1.2	+1.2
SUPER CHEVY (None Claimed)	2.75	6	92,213	69,373	161,586	6	94,144	73,928	168,072	-2.1	-6.2	-3.9
SUPER STOCK AND DRAG ILLUSTRATED (50,000)	2.95	6	22,867	20,869	43,736	6	17,037	25,642	42,679	+34.2	-18.6	+2.5
SUPER TEEN (None Claimed)	2.25	6		206,711	206,711	6		185,990	185,990		+11.1	+11.1
THE SUPERMAN GROUP to 09/90 (2,300,000) since 09/90 (2,750,000)	(c)	6	24,513	2,262,139	2,286,652	(c)	16,870	3,047,046	3,063,916	+45.3	-25.8	-25.4
TEACHING PRE K-8	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*TEEN (1,100,000)	2.25	6	865,258	309,779	1,175,037	6	734,496	365,741	1,100,237	+17.8	-15.3	+6.8

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TEEN BEAT (200,000)	2.25	6	57,661	199,727	257,388	6	49,022	188,799	237,821	+17.6	+5.8	+8.2
TEEN MACHINE (None Claimed)	2.50	6		133,324	133,324	5		92,926	92,926 @		+43.5	+43.5
THE TENNESSEE MAGAZINE (None Claimed)		6	327,769		327,769	6	321,907		321,907	+1.8		+1.8
*TENNIS (750,000)	1.95	6	716,748	55,442	772,190	6	546,394	56,437	602,831	+31.2	-1.8	+28.1
TEXAS FISH & GAME	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
TEXAS FISHERMAN (None Claimed)	1.95	3	57,651	8,650	66,301	3	63,464	11,773	75,237	-9.2	-26.5	-11.9
TEXAS MONTHLY (300,000)	2.50	6	272,068	33,674	305,742	6	265,741	37,250	302,991	+2.4	-9.6	+.9
3-2-1 CONTACT (400,000)		5	453,176		453,176	5	431,218		431,218	+5.1		+5.1
*TIME-THE WEEKLY NEWSMAGAZINE (4,000,000)	2.50	28	3,889,431	205,504	4,094,935	26	4,120,748	218,281	4,339,029	-5.6	-5.9	-5.6
TIME ASIA (270,000)		27	246,648	44,681	291,329	25	240,284	42,724	283,008	+2.7	+4.6	+2.9
TIME ATLANTIC (510,000)		27	420,544	110,991	531,535	26	419,256	96,295	515,551	+.3	+15.3	+3.1
TIME LATIN AMERICA (90,000)		27	68,099	22,208	90,307	26	73,248	21,374	94,622	-7.0	+3.9	-4.6
TOURS & RESORTS (None Claimed)	2.50	3	171,342	2,609	173,951	3	185,978	3,346	189,324	-7.9	-22.0	-8.1
*TOWN & COUNTRY to 08/90 (420,000) since 08/90 (440,000)	3.00	6	383,121	70,053	453,174	6	347,515	79,665	427,180	+10.3	-12.1	+6.1
TRADE-A-PLANE (None Claimed)	3.00	18	58,977	4,084	63,061	18	60,553	2,600	63,153	-2.6	+57.1	-.2

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TRADITIONAL HOME to 10/01/90 (500,000) since 10/01/90 (550,000)	2.95	3	389,621	188,333	577,954				(a)			
TRAILER BOATS to 11-12/90 (75,000) since 11-12/90 (80,000)	2.95	5	62,020	18,184	80,204	5	53,103	24,532	77,635	+16.8	-25.9	+3.3
TRAILER LIFE (None Claimed)	2.95	6	279,769	20,304	300,073	6	306,539	18,304	324,843	-8.7	+10.9	-7.6
TRAINS (None Claimed)	2.75	6	69,746	26,092	95,838	6	70,046	24,471	94,517	-.4	+6.6	+1.4
TRANSWORLD SKATEBOARDING (None Claimed)	3.50	6	24,215	76,341	100,556	5	22,353	105,486	127,839	+8.3	-27.6	-21.3
*TRAVEL & LEISURE (1,100,000)	3.00	6	1,101,697	15,715	1,117,412	6	1,099,876	15,452	1,115,328	+.2	+1.7	+.2
*TRAVEL-HOLIDAY (550,000)	2.50	6	574,562	4,572	579,134	6	665,743	7,758	673,501	-13.7	-41.1	-14.0
*TRAVELER (700,000)	3.50	3	699,500	7,610	707,110	3	739,154	487	739,641	-5.4	+1462.6	-4.4
TRIATHLETE (None Claimed)	2.95	5	31,519	34,388	65,907	5	27,839	28,563	56,402 ^	+13.2	+20.4	+16.9
TRUCKIN'	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*TRUE STORY (1,000,000)	1.49	6	563,087	207,016	770,103	6	944,103	206,741	1,150,844	-40.4	+.1	-33.1
TU INTERNACIONAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
TURTLE MAGAZINE FOR PRESCHOOL KIDS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
TV CROSSWORDS (None Claimed)	1.39	9	95,215	186,222	281,437	9	101,428	200,700	302,128	-6.1	-7.2	-6.9
*TV GUIDE (15,800,000)	.75	26	8,725,551	6,878,716	15,604,267	27	8,641,201	7,226,549	15,867,750	+1.0	-4.8	-1.7
TV PICTURE LIFE/METAL EDGE (200,000)	2.50	6		164,629	164,629	6		200,369	200,369		-17.8	-17.8
T.V. Y NOVELAS - USA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											

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	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*U.S. NEWS & WORLD REPORT (2,150,000)	1.95	26	2,229,905	81,629	2,311,534	25	2,139,188	70,808	2,209,996	+4.2	+15.3	+4.6
UNIQUE HOMES (None Claimed)	6.95	3	32,480	38,266	70,746	3	35,167	37,308	72,475	-7.6	+2.6	-2.4
*US (1,325,000)	1.75	12	935,769	390,641	1,326,410	12	933,042	432,850	1,365,892	+.3	-9.8	-2.9
UTNE READER (175,000)	4.00	3	179,873	30,186	210,059	3	128,575	23,700	152,275	+39.9	+27.4	+38.0
VACATIONS (260,000)	2.95	2	270,002	2,654	272,656				(a)			
VANIDADES CONTINENTAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*VANITY FAIR (600,000)	2.50	6	507,785	282,035	789,820	6	469,401	272,346	741,747	+8.2	+3.6	+6.5
VELONEWS (None Claimed)	2.50	8	19,037	11,826	30,863	8	14,857	7,737	22,594	+28.1	+52.9	+36.6
VFW AUXILIARY MAGAZINE (None Claimed)		5	739,614		739,614	5	734,740		734,740	+.7		+.7
V.F.W. MAGAZINE (None Claimed)	1.50	5	2,013,256		2,013,256	5	1,980,008		1,980,008	+1.7		+1.7
*VICTORIA (750,000)	2.50	6	577,721	228,262	805,983	5	552,082	241,708	793,790	+4.6	-5.6	+1.5
VIDEO (450,000)	2.50	6	399,031	51,254	450,285	6	401,082	51,226	452,308	-.5	+.1	-.5
*VIDEO REVIEW to 09/90 (450,000) since 09/90 (405,000)	2.50	6	346,943	51,706	398,649	6	370,829	70,659	441,488	-6.4	-26.8	-9.7
VISION-THE INTER-AMERICAN MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
VISTA USA (900,000)	.75	2	771,112		771,112	2	810,246		810,246	-4.8		-4.8
*VOGUE (1,100,000)	3.00	6	494,891	720,876	1,215,767	6	486,489	761,431	1,247,920	+1.7	-5.3	-2.6

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	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
VOGUE PATTERNS (None Claimed)	2.95	3	151,004	64,472	215,476	3	163,214	69,729	232,943	-7.5	-7.5	-7.5
VW & PORSCHE (None Claimed)	2.95	3	27,680	53,062	80,742	3	25,722	52,309	78,031	+7.6	+1.4	+3.5
*'W' (250,000)	2.95	13	246,354	13,612	259,966	13	216,603	17,541	234,144	+13.7	-22.4	+11.0
THE WALKING MAGAZINE (430,000)	2.95	3	423,694	23,182	446,876	3	381,688	38,942	420,630	+11.0	-40.5	+6.2
THE WASHINGTON POST NATIONAL WEEKLY EDITION (70,000)	1.95	27	84,740	797	85,537	26	71,574	1,000	72,574	+18.4	-20.3	+17.9
THE WASHINGTONIAN (110,000)	1.95	6	106,432	58,154	164,586	6	109,662	56,583	166,245	-3.0	+2.8	-1.0
WATERSKI (125,000)	2.95	4	100,506	17,789	118,295	4	90,732	20,129	110,861	+10.8	-11.6	+6.7
WEEKLY WORLD NEWS (None Claimed)	.75	26	26,267	790,409	816,676	26	34,293	814,474	848,767	-23.4	-3.0	-3.8
*WEIGHT WATCHERS MAGAZINE (1,000,000)	1.95	6	924,365	95,883	1,020,248	6	898,051	109,704	1,007,755	+2.9	-12.6	+1.2
WESTERN HORSEMAN (None Claimed)	2.25	6	124,373	67,195	191,568	6	111,316	69,282	180,598	+11.7	-3.0	+6.1
WESTERN OUTDOORS (None Claimed)	2.00	4	118,977	8,060	127,037	4	103,799	9,554	113,353	+14.6	-15.6	+12.1
WILDBIRD (None Claimed)	2.50	6	75,515	4,176	79,691	6	50,023	3,646	53,669	+51.0	+14.5	+48.5
WILDFOWL (None Claimed)	3.50	3	30,430	192	30,622	3	29,771	140	29,911	+2.2	+37.1	+2.4
THE WINE SPECTATOR (75,000)	2.00	11	85,428	17,879	103,307	11	69,174	16,446	85,620	+23.5	+8.7	+20.7
WING & SHOT (None Claimed)	3.50	3	17,395	225	17,620	3	15,400	158	15,558 @	+13.0	+42.4	+13.3

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WINNING BICYCLE RACING ILLUSTRATED (None Claimed)	2.95	5	23,476	47,663	71,139	5	15,617	33,778	49,395 ^	+50.3	+41.1	+44.0
*WOMAN'S DAY (4,600,000)	1.09	7	1,039,595	3,763,247	4,802,842	7	107,288	4,598,000	4,705,288	+869.0	-18.2	+2.1
WOMAN'S WORLD (1,500,000)	1.10	26		1,505,312	1,505,312	26		1,560,496	1,560,496		-3.5	-3.5
WOMEN'S SPORTS & FITNESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
WOODENBOAT (None Claimed)	4.50	3	60,563	45,514	106,077	3	57,382	44,571	101,953	+5.5	+2.1	+4.1
THE WORKBASKET (1,200,000)	1.95	5	1,187,396	27,779	1,215,175	5	1,280,628	14,950	1,295,578	-7.3	+85.8	-6.2
WORKBENCH (800,000)	2.00	3	822,985	40,000	862,985	3	875,753	33,366	909,119	-6.0	+19.9	-5.1
*WORKING MOTHER (600,000)	1.95	6	648,406	17,866	666,272	6	523,453	14,619	538,072	+23.9	+22.2	+23.8
*WORKING WOMAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
WORLD MONITOR, THE CHRISTIAN SCIENCE MONITOR MONTHLY (None Claimed)	3.50	6	262,794	2,680	265,474	6	267,280	148	267,428 ^	-1.7	+1710.8	-.7
WORLD PRESS REVIEW (66,000)	2.95	6	69,893	2,877	72,770	6	61,306	2,246	63,552	+14.0	+28.1	+14.5
*WORLD TENNIS (500,000)	1.95	6	474,879	37,494	512,373	6	500,089	33,303	533,392	-5.0	+12.6	-3.9
WOW! (None Claimed)	2.25	5	10,519	115,716	126,235	6	3,503	135,340	138,843	+200.3	-14.5	-9.1
WRITER'S DIGEST (None Claimed)	2.50	6	203,546	30,517	234,063	6	242,793	26,198	268,991	-16.2	+16.5	-13.0
WWF MAGAZINE to 11/01/90 (300,000) since 11/01/90 (330,000)	2.50	6	105,548	306,455	412,003	6	89,946	252,031	341,977	+17.4	+21.6	+20.5

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*YACHTING (None Claimed)	3.00	6	103,395	29,724	133,119	6	97,132	36,277	133,409	+6.5	-18.1	-.2
*YANKEE (1,000,000)	1.95	6	947,433	53,351	1,000,784	6	943,545	59,236	1,002,781	+.4	-9.9	-.2
YM (975,000)	2.00	5	769,022	239,500	1,008,522	5	786,389	180,860	967,249	-2.2	+32.4	+4.3
ZOOMIN' (None Claimed)	3.00	1	11,930		11,930	2	11,521		11,521	+3.6		+3.6
CANADA												
ACTIF			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ALBERTA/WESTERN REPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BC OUTDOORS (None Claimed)	2.95	3	34,923	7,106	42,029	2	39,224	7,547	46,771	-11.0	-5.8	-10.1
CANADIAN BUSINESS (None Claimed)	3.00	6	80,202	5,956	86,158	6	81,068	5,816	86,884	-1.1	+2.4	-.8
CANADIAN GEOGRAPHIC (None Claimed)	3.95	3	244,778	13,275	258,053	3	223,076	14,990	238,066	+9.7	-11.4	+8.4
CANADIAN HOUSE AND HOME (None Claimed)	3.25	4	90,584	15,607	106,191	4	92,792	15,452	108,244	-2.4	+1.0	-1.9
CANADIAN LIVING (None Claimed)	2.50	7	366,254	206,597	572,851	7	372,258	192,858	565,116	-1.6	+7.1	+1.4
CANADIAN WORKSHOP (None Claimed)	2.75	6	117,358	2,685	120,043	6	119,163	3,208	122,371	-1.5	-16.3	-1.9
CANADIAN YACHTING (None Claimed)	3.50	2	14,306	1,038	15,344	6	15,645	2,238	17,883 @	-8.6	-53.6	-14.2
CHATELAINE (None Claimed)	2.00	6	858,118	63,151	921,269	6	905,122	60,487	965,609	-5.2	+4.4	-4.6
CHATELAINE (FRENCH LANGUAGE EDITION) (None Claimed)	2.25	6	200,680	17,530	218,210	6	226,022	16,774	242,796	-11.2	+4.5	-10.1
CITY & COUNTRY HOME (None Claimed)	3.00	5	73,746	4,162	77,908	5	76,951	4,889	81,840	-4.2	-14.9	-4.8

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CLIN D'OEIL (None Claimed)	2.95	6	22,667	37,497	60,164	6	18,804	47,064	65,868 @	+20.5	-20.3	-8.7
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION) (None Claimed)	(c)	6	1,058,798	80,681	1,139,479	6	1,131,144	77,261	1,208,405	-6.4	+4.4	-5.7
COUP DE POUCE (None Claimed)	2.75	7	76,393	68,548	144,941	7	74,894	69,465	144,359	+2.0	-1.3	+.4
COUP DE POUCE EXTRA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CRAFTS PLUS (None Claimed)	2.50	4	87,689	2,360	90,049	4	100,242	4,224	104,466	-12.5	-44.1	-13.8
CROC (None Claimed)	3.25	6	11,208	55,940	67,148	6	13,354	59,303	72,657	-16.1	-5.7	-7.6
DECORATION CHEZ SOI (None Claimed)	2.95	5	29,142	25,917	55,059	5	28,079	31,410	59,489	+3.8	-17.5	-7.5
EASTERN WOODS & WATERS (None Claimed)	2.95	2	14,692	3,251	17,943	2	13,358	2,015	15,373	+10.0	+61.3	+16.7
ELLE QUEBEC (None Claimed)	2.95	6	19,712	37,395	57,107	4	8,242	44,888	53,130 ^	+139.2	-16.7	+7.5
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY (None Claimed)	3.95	3	167,469	10,293	177,762	3	155,598	12,584	168,182	+7.6	-18.2	+5.7
FEMME PLUS (None Claimed)	2.75	6	33,316	45,082	78,398	6	31,239	45,610	76,849	+6.7	-1.2	+2.0
FILLES D'AUJOURD'HUI (None Claimed)	2.50	6	25,522	36,506	62,028	6	23,436	35,458	58,894	+8.9	+3.0	+5.3
FINANCIAL TIMES OF CANADA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME *											
FLARE (None Claimed)	2.50	6	184,511	20,844	205,355	6	186,343	20,008	206,351	-1.0	+4.2	-.5
GEORGIAN BAY TODAY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GUIDE RESSOURCES (None Claimed)	3.25	3	13,917	13,303	27,220	3	11,493	12,574	24,067	+21.1	+5.8	+13.1
HARROWSMITH MAGAZINE (None Claimed)	3.50	3	141,675	16,673	158,348	3	136,565	18,642	155,207	+3.7	-10.6	+2.0
HOCKEY NEWS (None Claimed)	2.50	18	84,160	26,940	111,100	18	84,883	29,310	114,193	-.9	-8.1	-2.7
INSIDE HOCKEY (None Claimed)	3.95	3	19,670	31,631	51,301	3	27,141	22,876	50,017	-27.5	+38.3	+2.6
L'ACTUALITE (None Claimed)	2.50	10	225,531	15,138	240,669	6	230,523	22,657	253,180	-2.2	-33.2	-4.9
L'ESSENTIEL (None Claimed)	2.75	6	40,871	59,331	100,202	6	36,390	74,554	110,944 @	+12.3	-20.4	-9.7
LE BEL AGE (None Claimed)	2.75	5	49,089	12,039	61,128	5	34,625	13,764	48,389	+41.8	-12.5	+26.3
LE LUNDI (None Claimed)	2.25	26	39,890	62,762	102,652	27	32,608	73,288	105,896	+22.3	-14.4	-3.1
LES IDEES DE MA MAISON (None Claimed)	2.95	5	37,525	32,476	70,001	5	37,603	40,606	78,209	-.2	-20.0	-10.5
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE (None Claimed)	2.25	27	584,899	13,808	598,707	26	586,920	13,831	600,751	-.3	-.2	-.3
THE NEWFOUNDLAND HERALD (None Claimed)	1.00	26	1,252	42,559	43,811	27	1,524	38,542	40,066	-17.9	+10.4	+9.4
ONTARIO OUT OF DOORS (None Claimed)	2.75	5	50,926	7,107	58,033	5	46,715	7,856	54,571	+9.0	-9.5	+6.3
ORAH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
OUTDOOR CANADA (None Claimed)	2.95	4	125,696	7,590	133,286	4	124,773	8,503	133,276	+.7	-10.7	
PACIFIC YACHTING (None Claimed)	2.95	6	10,437	3,949	14,386	6	10,501	4,423	14,924	-.6	-10.7	-3.6
PHOTO LIFE (None Claimed)	2.75	5	48,692	1,888	50,580	6	56,767	3,247	60,014	-14.2	-41.9	-15.7

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 12/31/90 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 12/31/89 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PLANS DE MAISONS DU QUEBEC (None Claimed)	3.95	2	5,769	17,315	23,084	2	7,362	26,556	33,918 @	-21.6	-34.8	-31.9
QUEBEC SCIENCE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
QUEBEC YACHTING VOILE & MOTEUR (None Claimed)	2.95	3	5,786	2,250	8,036	3	5,487	2,484	7,971	+5.5	-9.4	+.8
THE READER'S DIGEST CANADIAN ENGLISH EDITION (None Claimed)	2.49	6	1,216,782	73,399	1,290,181	6	1,251,548	71,800	1,323,348	-2.8	+2.2	-2.5
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS (None Claimed)	2.49	6	1,512,914	96,122	1,609,036	6	1,565,814	95,607	1,661,421	-3.4	+.5	-3.2
RENOVATION BRICOLAGE (None Claimed)	2.95	5	32,104	7,915	40,019	5	25,230	9,140	34,370 @	+27.3	-13.4	+16.4
SAFARIR (None Claimed)	2.95	5	3,611	56,998	60,609	5	1,813	38,869	40,682 ^	+99.2	+46.6	+49.0
SANTE (None Claimed)	2.95	5	14,342	12,858	27,200	5	13,865	16,219	30,084	+3.4	-20.7	-9.6
SATURDAY NIGHT (None Claimed)	2.95	5	101,518	9,274	110,792	6	102,700	8,199	110,899	-1.2	+13.1	-.1
SELECT HOMES & FOOD (None Claimed)	2.95	4	138,536	9,768	148,304	4	129,799	8,413	138,212	+6.7	+16.1	+7.3
SELECTION DU READER'S DIGEST (None Claimed)	2.49	6	296,132	22,723	318,855	6	314,266	23,807	338,073	-5.8	-4.6	-5.7
SENTIER CHASSE-PECHE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
7 JOURS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SKI CANADA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											

(a) PERIOD PRIOR TO MEMBERSHIP
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(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
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@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
TIME-THE WEEKLY NEWSMAGAZINE- IN CANADA (350,000)	2.95	27	331,926	24,646	356,572	26	326,704	24,258	350,962	+1.6	+1.6	+1.6
TORONTO LIFE (None Claimed)	2.50	9	78,515	13,746	92,261	11	84,744	11,450	96,194	-7.4	+20.1	-4.1
TORONTO LIFE FASHION (None Claimed)	2.25	3	108,914	14,180	123,094	5	126,813	7,678	134,491	-14.1	+84.7	-8.5
TRAVEL A LA CARTE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
TV GUIDE (None Claimed)	1.05	26	474,191	341,422	815,613	27	465,259	354,899	820,158	+1.9	-3.8	-.6
TV HEBDO (289,138)	1.25	26	84,344	212,647	296,991	27	88,915	220,732	309,647	-5.1	-3.7	-4.1
TV HEBDO - TELEROMANS (None Claimed)	2.95	2	2,541	80,697	83,238	2	1,890	75,579	77,469	+34.4	+6.8	+7.5
TV PLUS (None Claimed)	1.10	26	269	16,186	16,455	27	208	16,777	16,985	+29.3	-3.5	-3.1
WESTERN SPORTSMAN (None Claimed)	2.95	3	24,615	2,904	27,519	3	26,255	2,823	29,078	-6.3	+2.9	-5.4
FOREIGN												
IMAGEN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											

ANALYZED NON-PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (NON-PAID RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	NON-PAID AVERAGES FOR SIX MONTHS ENDED 12/31/90 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	NON-PAID AVERAGES FOR SIX MONTHS ENDED 12/31/89 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	% OF INCREASE OR DECREASE DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID
PARENTING MAGAZINE (50,000)	5	30,980	19,878		50,858								
PHOENIX HOME & GARDEN (None Claimed)	6			3,766	3,766								
SESAME STREET MAGAZINE (None Claimed)	5		50,997		50,997								

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)
PUBLISHER ANALYZES PAID CIRCULATION, SEE PART 1

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ANALYZED PAID AND NON-PAID CIRCULATION
CONTROLLED MAGAZINES, LESS THAN 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/ CIRC GUAR)	ISSUES IN PERIOD	NON-PAID AND PAID AVERAGES FOR SIX MONTHS ENDED 12/31/90				SINGLE COPY PRICE	TOTAL PAID	NON-PAID AND PAID AVERAGES FOR SIX MONTHS ENDED 12/31/89				TOTAL PAID	% OF INCREASE OR DECREASE				
		DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID			DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID		DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	TOTAL PAID
WORLD TRADE MAGAZINE (None Claimed)	3	18,614	5,689		24,303		9,337					(b)					

*DATA BANK PARTICIPANT

Audit Bureau
of Circulations

Business Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 06/30/90	12/31/89
U.S.					
ABA BANKING JOURNAL	34,808		34,808	32,116	36,834
ACP OBSERVER	58,450		58,450	60,112	56,700
ACTIONLINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADVERTISING AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK	59,090		59,090	58,875	59,154
ADWEEK NETWORK	73,296	12,181	85,477	85,366	83,332
ADWEEK'S MARKETING COMPUTERS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK'S MARKETING WEEK	14,206	12,181	26,387	26,491	24,178
AEROSOL AGE	1,866	4,863	6,729	6,662	6,773
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	30,668		30,668	31,257	30,780
ALLEGHENY BUSINESS NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN FUNERAL DIRECTOR	10,001		10,001	10,017	10,039
AMERICAN GLASS REVIEW	1,003	460	1,463	1,315	1,250
THE AMERICAN JOURNAL OF CARDIOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN JOURNAL OF MEDICINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF NURSING	226,957	9,817	236,774	224,003	227,355
AMERICAN JOURNAL OF OPHTHALMOLOGY	17,563		17,563	17,973	18,219
AMERICAN JOURNAL OF SURGERY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN PAINT & COATINGS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN SCHOOL BOARD JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMUSEMENT BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ANALYTICAL CHEMISTRY	23,842		23,842	24,519	26,186
ANNALS OF INTERNAL MEDICINE	91,371		91,371	93,621	90,307
AQUACULTURE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARMY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ART DIRECTION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARTS & ACTIVITIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASHRAE JOURNAL	38,719	18,741	57,460	54,641	57,313
ASPHALT CONTRACTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 06/30/90	12/31/89
ASSOCIATION MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ATLANTA BUSINESS CHRONICLE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
AUTOMOTIVE NEWS	78,780		78,780	79,121	77,935
AVIATION WEEK & SPACE TECHNOLOGY	141,259		141,259	143,310	142,409
BAKING & SNACK SYSTEMS		8,994	8,994	8,864	8,806
BALTIMORE BUSINESS JOURNAL	9,202		9,202	8,924	8,582
BETTER ROADS		40,459	40,459	41,829	40,257
BEVERAGE WORLD	9,459	23,659	33,118	32,401	31,523
BILLBOARD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOBBIN MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOSTON BUSINESS JOURNAL	9,897	14,870	24,767	28,336	31,927
BOXBOARD CONTAINERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOXOFFICE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BROADCASTING-THE NEWS MAGAZINE OF THE FIFTH ESTATE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BROWARD REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUILDING SUPPLY HOME CENTERS		51,305	51,305	51,297	51,271
BUSINESS COMMUNICATIONS REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUSINESS FIRST OF COLUMBUS	10,193		10,193	10,466	10,654
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF BUFFALO AND WESTERN NEW YORK)	9,150		9,150	9,098	9,409
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	10,644		10,644	10,624	10,306
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	8,545		8,545	8,019	7,256
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	12,871		12,871	12,658	12,604
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	10,764		10,764	10,439	9,863
THE BUSINESS JOURNAL SERVING GREATER SACRAMENTO		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE BUSINESS JOURNAL SERVING THE SANTA CLARA VALLEY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	293,950		293,950	291,785	298,803

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 06/30/90	12/31/89
CALIFORNIA BUSINESS	11,060	120,477	131,537	132,917	132,538
CANDY INDUSTRY MAGAZINE	2,976	872	3,848	3,877	3,812
CAPITAL DISTRICT BUSINESS REVIEW	8,519		8,519	8,869	8,773
CATALOG AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHAIN STORE AGE EXECUTIVE	1,858	30,727	32,585	32,635	32,542
CHANNELS, THE BUSINESS OF COMMUNICATIONS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL & ENGINEERING NEWS	131,428		131,428	129,843	129,746
CHEMICAL ENGINEERING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL MARKETING REPORTER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CHEMICAL WEEK	33,687	12,676	46,363	46,741	48,491
CHICAGO LAWYER	1,422	9,387	10,809		
CINCINNATI BUSINESS COURIER	6,901	192	7,093	7,201	7,663
CITY & STATE	8,384	36,334	44,718	41,094	38,214
COMPUTER GRAPHICS WORLD	18,622	42,007	60,629	60,831	51,470
COMPUTERWORLD	135,755		135,755	135,568	134,133
CONSTRUCCION PAN-AMERICANA		11,175	11,175	11,220	11,852
CONSTRUCTION & MINING MACHINERY EN ESPANOL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CONSTRUCTION BULLETIN	4,148	517	4,665	4,893	5,020
CONSTRUCTIONEER	94	11,889	11,983	12,786	12,921
CORPORATE FINANCE		60,560	60,560	60,681	53,313
CORPORATE REPORT MINNESOTA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COSMETICS & TOILETRIES	3,303		3,303	2,987	3,183
CRAIN'S CHICAGO BUSINESS	48,316	3,516	51,832	50,800	50,440
CRAIN'S CLEVELAND BUSINESS	14,938	11,052	25,990	25,649	25,267
CRAIN'S DETROIT BUSINESS	35,929		35,929	35,042	33,563
CRAIN'S NEW YORK BUSINESS	43,913	27,625	71,538	70,588	71,494
DAILY NEWS RECORD	22,823		22,823	22,169	22,074
DALLAS BUSINESS JOURNAL	11,647		11,647	11,975	11,459
DECOR	25,553		25,553	25,265	25,093
DEFENSE & DIPLOMACY	2,501	10,052	12,553	12,719	12,397
DEFENSE NEWS	10,962	26,086	37,048	35,231	33,725
DENVER BUSINESS JOURNAL	10,564		10,564	10,168	9,978

(a) PERIOD PRIOR TO MEMBERSHIP
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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

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DESIGNERS WEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DIRECT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DIRECT MARKETING MAGAZINE		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
DISCOUNT STORE NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DISTRIBUTOR SALES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DO-IT-YOURSELF RETAILING	23,081	47,247	70,328	70,510	70,636
DRUG & COSMETIC INDUSTRY	4,513	8,251	12,764	12,755	12,730
DRUG STORE NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DRUG STORE NEWS/INSIDE PHARMACY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
EDITOR & PUBLISHER-THE FOURTH ESTATE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRICAL CONSTRUCTION & MAINTENANCE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRICAL WHOLESALING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRICAL WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRONIC LEARNING	5,205	66,010	71,215	86,831	86,339
ELECTRONIC MEDIA	15,520	11,361	26,881	27,298	27,367
ELECTRONIC MEDIA INTERNATIONAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRONIC NEWS	34,300	37,494	71,794	72,150	71,421
ENERGY USER NEWS	7,833	28,883	36,716	31,906	24,739
ENR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE EXECUTIVE EDUCATOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FEEDSTUFFS	16,823	2,918	19,741	19,062	18,745
FINANCIAL EXECUTIVE	16,227		16,227	16,389	16,849
FIRE ENGINEERING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FIRE JOURNAL	55,223		55,223	53,007	51,659
FLOOR COVERING WEEKLY	10,296	9,107	19,403	20,826	21,298
FLOORING	4,243	20,001	24,244	24,443	24,278
THE FLORIDA SHIPPER MAGAZINE	1,615		1,615	1,538	1,511
FOLIO'S PUBLISHING NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FOLIO:THE MAGAZINE FOR MAGAZINE MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FOOD & DRUG PACKAGING	7	82,166	82,173	82,022 ^	(a)
FOOD PEOPLE	1,236	24,036	25,272	24,703	24,012
FOOD TECHNOLOGY	23,331	2,833	26,164	25,790	26,501
FOOTWEAR NEWS	20,778		20,778	21,110	21,252
THE 4TH MEDIA JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FRAMES	20,354		20,354	20,349	20,443

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AVERAGES FOR 6 MONTHS ENDED 12/31/90

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FUELOIL & OIL HEAT MAGAZINE	1,917	10,951	12,868	12,260	11,781
GAS INDUSTRIES		10,295	10,295	10,430	10,042
GEYER'S OFFICE DEALER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GIFTS & DECORATIVE ACCESSORIES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GLASS DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GLASS INDUSTRY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GOLF INDUSTRY MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE GOURMET RETAILER MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GRAIN AGE	238	7,630	7,868	8,547	7,984 @
THE GREATER CINCINNATI BUSINESS RECORD	10,074		10,074	9,525	10,342
HARDWARE AGE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HARROWSMITH COUNTRY LIFE - RECEPTION ROOM EDITION		23,610	23,610	25,211	
HAWAII BUSINESS	10,635		10,635	10,537	10,220
HAWAII INVESTOR	5,059	3,233	8,292	9,396	10,420
HFD-THE WEEKLY HOME FURNISHINGS NEWSPAPER	25,819	2,854	28,673	29,294	31,368
HOUSEWARES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HOUSTON BUSINESS JOURNAL	15,245		15,245	15,369	14,683
HOW-THE MAGAZINE OF IDEAS & TECHNIQUES IN GRAPHIC DESIGN	31,668		31,668	33,798	34,131
HYDROCARBON PROCESSING	18,849	12,675	31,524	31,043	30,502
ID-MAGAZINE OF INTERNATIONAL DESIGN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
INDIANAPOLIS BUSINESS JOURNAL	15,028		15,028	15,002	15,300
IN HEALTH (RECEPTION ROOM EDITION)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
INTERIOR DESIGN	57,332		57,332	56,611	56,209
INTIMATE FASHION NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
JACKSONVILLE BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
JEWELERS' CIRCULAR-KEYSTONE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE JOURNAL OF ACCOUNTANCY	325,522		325,522	328,090	321,009
KANSAS CITY BUSINESS JOURNAL	13,289		13,289	13,501	13,492
LIBRARY JOURNAL	24,163		24,163	24,049	23,897
LIFE & HEALTH INSURANCE SALES	21,907		21,907	22,631	25,626

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AVERAGES FOR 6 MONTHS ENDED 12/31/90

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LIFE INSURANCE SELLING	47,208		47,208	47,315	47,018
LOCKSMITH LEDGER	22,955		22,955	23,195	23,880
LOS ANGELES BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
LP/GAS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE MANUFACTURING CONFECTIONER	2,957	1,080	4,037	3,911	3,868
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	14,249		14,249	14,102	13,151 @
MEMPHIS BUSINESS JOURNAL	10,931		10,931	10,929	10,618
METAL FINISHING	9,092		9,092	9,384	9,464
MIAMI REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MICHIGAN CONTRACTOR & BUILDER	2,946	245	3,191	3,244	3,260
MICHIGAN ROADS AND CONSTRUCTION	1,328	479	1,807	1,803	1,801
MILLING & BAKING NEWS	4,151		4,151	4,234	4,340
MINERIA PAN-AMERICANA		6,587	6,587	6,637	6,021 ^
MINNEAPOLIS/ST. PAUL CITYBUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MODERN PLASTICS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MODERN SALON		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MOTOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
MOTORCYCLE INDUSTRY MAGAZINE		12,048	12,048	12,333	12,703
THE MUSIC TRADES	6,384		6,384	6,343	6,543
NASHVILLE BUSINESS JOURNAL	8,395	236	8,631	8,331	7,824
NATION'S RESTAURANT NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NATIONAL DEFENSE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NATIONAL HOME CENTER NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NATIONAL LOCKSMITH		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NATIONAL PETROLEUM NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NATIONAL PROVISIONER	8,030		8,030	8,394	8,215
THE NATIONAL UNDERWRITER LIFE & HEALTH/FINANCIAL SERVICES EDITION	18,563		18,663	18,026	21,566
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/RISK & BENEFITS MANAGEMENT EDITION	26,452	10,216	36,668	36,651	37,085
NETWORK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NETWORK WORLD		75,110	75,110	71,376	70,496
NEW ENGLAND CONSTRUCTION	181	9,282	9,463	9,515	8,854
NEWS 3X/400		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,612		13,612	13,663	13,746

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NORTHWESTERN FINANCIAL REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NURSING 90		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
O'DWYER'S P.R. SERVICES REPORT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
OFFICIAL BOARD MARKETS	5,336		5,336		5,531	5,656
OIL AND GAS INVESTOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE OIL AND GAS JOURNAL	41,793		41,793		41,820	41,944
OIL DAILY		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE				
P.C. TODAY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PACIFIC BUSINESS NEWS	14,525		14,525		14,251	13,979
PACIFIC FISHING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PACIFIC SHIPPER MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PACKAGING DIGEST		111,367	111,367		112,481	111,484
THE PACKER	15,051		15,051		15,035	14,633
PALM BEACH REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PERSONNEL JOURNAL	26,269		26,269		27,039	26,054
PETROLEUM ENGINEER INTERNATIONAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PHILADELPHIA BUSINESS JOURNAL	13,401	5,956	19,357		16,042	13,444
PHOTO DISTRICT NEWS	25,099		25,099		27,158	26,674
PIPELINE & GAS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PITTSBURGH BUSINESS TIMES-JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PLASTICS ENGINEERING	30,312		30,312		32,911	29,187
PLASTICS NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PLAYTHINGS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POOL & SPA NEWS	8,815	7,388	16,203		16,098	15,551
POULTRY TIMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
POWER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PREVENTION - WAITING ROOM EDITION		27,714	27,714		48,518	54,562
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROFESSIONAL BUILDER AND REMODELER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROGRESSIVE ARCHITECTURE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PROVIDENCE BUSINESS NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
PUBLIC RELATIONS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

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AVERAGES FOR 6 MONTHS ENDED 12/31/90

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PUBLIC UTILITIES FORTNIGHTLY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PUBLISHERS WEEKLY	37,637		37,637	36,086	35,652
PUGET SOUND BUSINESS JOURNAL	16,424		16,424	15,936	14,999
RAILWAY TRACK AND STRUCTURES	6,348	873	7,221	6,832	6,782
RESTAURANTS & INSTITUTIONS		141,849	141,849	141,806	142,072
RISK MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ROOFER MAGAZINE	579	16,776	17,355	17,005	16,522
ROOFING/SIDING/INSULATION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
RSC REFRIGERATION SERVICE AND CONTRACTING	40,167		40,167	40,316	37,971
RUBBER WORLD	3,683	6,446	10,129	10,154	10,093
RURAL ELECTRIFICATION MAGAZINE	32,903	868	33,771	34,404	33,073
SAN ANTONIO BUSINESS JOURNAL	9,102		9,102	8,411	7,704
SAN DIEGO BUSINESS JOURNAL	12,498		12,498	12,150	11,848
SAN FRANCISCO BUSINESS TIMES	11,387	2,696	14,083	14,483	15,750
SAVINGS INSTITUTIONS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCHOLASTIC COACH	25,536	17,706	43,242	42,034	41,840
THE SCHOOL ADMINISTRATOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCHOOL ARTS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCHOOL BUSINESS AFFAIRS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCHOOL LIBRARY JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCREEN PRINTING	11,376	3,612	14,988	14,650	14,805
SEAFOOD BUSINESS	1,645	13,852	15,497	15,333	15,753
SEED TRADE NEWS	965	2,200	3,165	3,106	2,979
SEED WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SHIPPING DIGEST	4,748		4,748	4,738	4,644
SIGNS OF THE TIMES	16,127	1,335	17,462	17,953	18,025
SOUTH FLORIDA BUSINESS JOURNAL	9,124	246	9,370	9,185	11,027
SPN-SCREEN PRINTING NETWORK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ST. LOUIS BUSINESS JOURNAL	17,068		17,068	17,217	16,905
THE STANDARD	4,726		4,726	4,752	4,825
SUPERMARKET NEWS	53,520		53,520	54,189	55,569
TECHNOLOGY & LEARNING	17,181	63,790	80,971	80,884	80,119
TENNIS INDUSTRY MAGAZINE				20,707	20,707
T.H.E. JOURNAL, TECHNOLOGICAL HORIZONS IN EDUCATION		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

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AVERAGES FOR 6 MONTHS ENDED 12/31/90

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TIRE BUSINESS	7,177	13,024	20,201	20,060	20,411
TOBACCO INTERNATIONAL	1,134	2,195	3,329	2,448	1,876
TOUR & TRAVEL NEWS		53,137	53,137	53,060	51,885
TRAFFIC WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TRANSPORT TOPICS	30,969		30,969	30,749	30,325
TRAVEL TRADE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TRAVEL WEEKLY	46,607		46,607	47,095	45,306
TRAVEL WORLD NEWS		36,238	36,238	35,706	30,565
UNDERWRITERS' REPORT	5,627		5,627	5,666	5,918
UNIX WORLD	66,062		66,062	60,189	55,054
WALLCOVERINGS	2,352	14,030	16,382	16,653	16,480
WASHINGTON BUSINESS JOURNAL	16,411		16,411	16,298	15,553
WASHINGTON TECHNOLOGY	908	27,615	28,523	28,630	27,737
WATER & WASTES DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WATER ENVIRONMENT & TECHNOLOGY		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
THE WATERWAYS JOURNAL	5,639		5,639	5,728	5,659
WELDING JOURNAL	38,414		38,414	37,404	35,869
WESTERN BUILDER	4,225		4,225	4,269	4,291
WICHITA BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WILSON LIBRARY BULLETIN	13,027		13,027	12,912	11,603 @
WORLD OIL	2,458	35,428	37,886	37,573	37,582
REFERENCE					
BUSINESS PUBLICATION RATES AND DATA	5,572		5,572	5,753	5,864
COMMUNITY PUBLICATION RATES & DATA	1,493		1,493	1,402	1,680
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	4,634		4,634	4,825	4,944
DATA SOURCES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
NEWSPAPER RATES AND DATA	4,601		4,601	4,702	4,844
THE POCKET LIST OF RAILROAD OFFICIALS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SPECIAL ISSUES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

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AVERAGES FOR 6 MONTHS ENDED 12/31/90

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SPOT RADIO RATES AND DATA	3,075		3,075	3,183	3,266
SPOT TELEVISION RATES AND DATA	3,252		3,252	3,298	3,436
CANADA					
CANADIAN TRAVEL PRESS WEEKLY		14,603	14,603	16,436	17,236
CANADIAN UNDERWRITER	7,381		7,381	7,541	7,968
LES AFFAIRES	91,755		91,755	86,900	84,713
MARKETING	13,713		13,713	13,918	(a)
MUNICIPAL WORLD	7,524	2,401	9,925	10,155	9,818
OH&S CANADA	7,581		7,581	6,618	6,444 ^
REVUE COMMERCE	37,352		37,352	36,014	36,765
TOURISME +, LE JOURNAL DES VOYAGES	365	6,134	6,499	6,236	6,298
FOREIGN					
WORLD EXECUTIVE'S DIGEST	52,533	9,367	61,900	60,631	60,900

Audit Bureau
of Circulations

Farm Publications
United States & Canada

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U.S.					
AGWEEK	23,204	716	23,920	25,223	24,652
*AMERICAN AGRICULTURIST	40,778	12,422	53,200	54,057	52,590
AMERICAN VEGETABLE GROWER	24,280	12,748	37,028	38,031	38,734
ARIZONA FARMER-STOCKMAN	2,783	40	2,823	2,961	2,980
*BEEF TODAY		226,232	226,232	221,333	221,898
BUCKEYE FARM NEWS	125,567		125,567	116,980 ^	(a)
*CALIFORNIA FARMER	48,908	8,495	57,403	60,002	61,844
THE CATTLEMAN	17,642	1,710	19,352	18,463	18,972
*COLORADO RANCHER AND FARMER	9,835	6,743	16,578	17,227	17,716
*DAIRY TODAY		110,162	110,162	109,963	111,814
DATA TRANSMISSION NETWORK	50,458		50,458	47,430	42,742
DROVERS JOURNAL	23,798	56,547	80,345	65,584	59,423
*FARM JOURNAL	464,615	339,366	803,981	807,572	814,792
THE FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FARMWEEK	28,357		28,357	28,518	28,298
FFA NEW HORIZONS	381,786		381,786	385,887	396,536
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,278	474	5,752	5,874	5,771
HBJ FARM PUBLICATIONS UNIT	536,710	114,754	651,464	678,497	651,452
THE HIGH PLAINS JOURNAL	59,661	461	60,122	62,857	61,787
*HOARD'S DAIRYMAN	125,130		125,130	127,743	128,699
*HOGS TODAY		126,584	126,584	122,800	125,064
IDAHO FARMER-STOCKMAN	13,612	79	13,691	13,860	13,971
*KANSAS FARMER	41,577	10,589	52,166	52,684	54,140
*MICHIGAN FARMER	46,768	4,797	51,565	54,722	57,507
*MISSOURI RURALIST	55,930	6,431	62,361	65,332	67,636
MONTANA FARMER-STOCKMAN	20,237	4,235	24,472	20,788	20,429

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 06/30/90	12/31/89
*NEBRASKA FARMER	41,885	10,867	52,752	53,876	53,210
*THE OHIO FARMER	66,706	18,565	85,271	89,978	94,118
*OKLAHOMA FARMER-STOCKMAN	40,190	10,121	50,311	52,915	55,688
OREGON FARMER-STOCKMAN	14,153	5	14,158	14,251	14,389
*PENNSYLVANIA FARMER	53,418	3,132	56,550	59,663	62,923
*PRAIRIE FARMER	93,642	98,354	191,996	178,464	183,911
*PROGRESSIVE FARMER	325,753	131,818	457,571	457,158	467,058
*SUCCESSFUL FARMING	498,422		498,422	482,834	575,459
*TEXAS FARMER-STOCKMAN	90,715	22,592	113,307	118,041	126,470
*TOP PRODUCER		239,297	239,297	225,308	226,307
UTAH FARMER-STOCKMAN	5,770	19	5,789	5,861	5,888
*WALLACES FARMER	46,233	159,459	205,692	170,591	171,744
WASHINGTON FARMER-STOCKMAN	19,484	14	19,498	19,866	20,081
*WESTERN FARMER-STOCKMAN MAGAZINES	76,039	4,392	80,431	77,587	77,738
WESTERN LIVESTOCK JOURNAL	19,475		19,475	19,404	19,543
*WISCONSIN AGRICULTURIST	29,700	24,063	53,763	49,350	50,056
WYOMING STOCKMAN-FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CANADA					
CATTLEMEN	36,980		36,980	38,713	38,206
COUNTRY GUIDE	157,166		157,166	169,225	176,061
GRAINEWS	62,663		62,663	63,618	62,673
LA TERRE DE CHEZ NOUS	44,453		44,453	44,414	44,351
LE BULLETIN DES AGRICULTEURS	50,363		50,363	54,910	61,331
ONTARIO FARMER	36,814	1,555	38,369	38,045	37,476
THE WESTERN PRODUCER	127,715		127,715	130,920	128,960

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	AGWEEK	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN
MAINE	2	2,534	484	4
NEW HAMPSHIRE	1	1,456	172	4
VERMONT	1	2,489	120	1
MASSACHUSETTS	3	2,681	771	
RHODE ISLAND		324	89	
CONNECTICUT	6	2,192	396	12
NEW ENGLAND	**13**	**11,676**	**2,032**	**21**
NEW YORK	19	31,770	2,034	16
NEW JERSEY	8	2,912	1,123	8
PENNSYLVANIA	11	4,564	2,114	23
MIDDLE ATLANTIC	**38**	**39,246**	**5,271**	**47**
OHIO	7		1,766	15
INDIANA	6		671	13
ILLINOIS	53		1,072	26
MICHIGAN	27		1,688	18
WISCONSIN	56		929	17
EAST NO. CENTRAL	**149**		**5,126**	**89**
MINNESOTA	6,895		701	24
IOWA	39		389	24
MISSOURI	38		573	9
NORTH DAKOTA	8,943		269	6
SOUTH DAKOTA	2,238		85	4
NEBRASKA	35		201	13
KANSAS	26		340	26
WEST NO. CENTRAL	**18,214**		**2,558**	**106**
DELAWARE	10		195	1
MARYLAND	7		513	8
DISTRICT OF COLUMBIA	21		34	1
VIRGINIA	8		667	4
WEST VIRGINIA	1		177	1
NORTH CAROLINA	7		802	8
SOUTH CAROLINA			294	12
GEORGIA	11		601	4
FLORIDA	17		2,240	6
SOUTH ATLANTIC	**82**		**5,523**	**45**
KENTUCKY			354	2
TENNESSEE	1		487	17
ALABAMA	3		312	8
MISSISSIPPI			244	2
EAST SO. CENTRAL	**4**		**1,397**	**29**
ARKANSAS	4		243	7
LOUISIANA	2		267	1
OKLAHOMA	2		262	12
TEXAS	23		982	33
WEST SO. CENTRAL	**31**		**1,754**	**53**
MONTANA	3,177		96	33
IDAHO	16		631	8
WYOMING	33		27	2
COLORADO	22		441	19
NEW MEXICO	2		219	59
ARIZONA	61		590	1,706
UTAH	1		142	13
NEVADA	1		61	12
MOUNTAIN	**3,313**		**2,207**	**1,852**
ALASKA	6		91	1
WASHINGTON	26		591	13
OREGON	10		797	12
CALIFORNIA	318		6,542	276
HAWAII	2		282	2
PACIFIC	**362**		**8,303**	**304**
MISCELLANEOUS		1,203		
UNCLASSIFIED				
UNITED STATES	**22,206**	**52,125**	**35,171**	**2,546**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**22,206**	**52,125**	**35,171**	**2,546**
CANADA		34	806	2
FOREIGN	6	11	1,205	2
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**22,212**	**52,170**	**37,182**	**2,550**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	BEEF TODAY	BUCKEYE FARM NEWS	CALIFORNIA FARMER	THE CATTLEMAN
MAINE	118			
NEW HAMPSHIRE	47			2
VERMONT	98			2
MASSACHUSETTS	80			4
RHODE ISLAND	12			1
CONNECTICUT	81			5
NEW ENGLAND	**436**			**14**
NEW YORK	920			9
NEW JERSEY	145			8
PENNSYLVANIA	2,076			7
MIDDLE ATLANTIC	**3,141**			**24**
OHIO	3,788	125,567		15
INDIANA	4,949			16
ILLINOIS	9,543			46
MICHIGAN	2,458			14
WISCONSIN	3,696			14
EAST NO. CENTRAL	**24,434**	**125,567**		**105**
MINNESOTA	7,059			16
IOWA	19,520			26
MISSOURI	15,245			68
NORTH DAKOTA	8,176			3
SOUTH DAKOTA	12,741			13
NEBRASKA	18,281			21
KANSAS	17,033			89
WEST NO. CENTRAL	**98,055**			**236**
DELAWARE	53			1
MARYLAND	532			7
DISTRICT OF COLUMBIA	9			53
VIRGINIA	4,353			22
WEST VIRGINIA	1,244			1
NORTH CAROLINA	2,579			28
SOUTH CAROLINA	1,391			11
GEORGIA	4,240			24
FLORIDA	2,017			63
SOUTH ATLANTIC	**16,418**			**210**
KENTUCKY	6,008			13
TENNESSEE	5,268			33
ALABAMA	4,185			33
MISSISSIPPI	2,811			41
EAST SO. CENTRAL	**18,272**			**120**
ARKANSAS	3,823			87
LOUISIANA	2,001			145
OKLAHOMA	11,592			2,090
TEXAS	19,152			16,853
WEST SO. CENTRAL	**36,568**			**19,175**
MONTANA	7,302			10
IDAHO	3,368			3
WYOMING	2,649			16
COLORADO	5,748			54
NEW MEXICO	1,268			133
ARIZONA	479		393	56
UTAH	1,657			9
NEVADA	544		881	2
MOUNTAIN	**23,015**		**1,274**	**283**
ALASKA	30		14	2
WASHINGTON	2,102			15
OREGON	2,444		328	10
CALIFORNIA	3,068		55,105	75
HAWAII	22		76	15
PACIFIC	**7,666**		**55,523**	**117**
MISCELLANEOUS			985	
UNCLASSIFIED				
UNITED STATES	**228,005**	**125,567**	**57,782**	**20,284**
POSSESSIONS & OTHER AREAS				5
U. S. & POSSESSIONS, ETC.	**228,005**	**125,567**	**57,782**	**20,289**
CANADA			3	23
FOREIGN			20	343
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				5
GRAND TOTAL	228,005	125,567	57,805	20,660

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	COLORADO RANCHER AND FARMER	DAIRY TODAY	DATA TRANSMISSION NETWORK	DROVERS JOURNAL
MAINE		561	1	49
NEW HAMPSHIRE		284		16
VERMONT		1,835	1	48
MASSACHUSETTS		412	2	57
RHODE ISLAND		41		7
CONNECTICUT		442	3	60
NEW ENGLAND		**3,575**	**7**	**237**
NEW YORK		9,558	77	516
NEW JERSEY		364	11	69
PENNSYLVANIA		8,627	141	596
MIDDLE ATLANTIC		**18,549**	**229**	**1,181**
OHIO		4,892	2,437	1,651
INDIANA		2,544	4,956	1,809
ILLINOIS		3,383	7,179	3,727
MICHIGAN		5,153	1,003	880
WISCONSIN		24,688	525	1,068
EAST NO. CENTRAL		**40,660**	**16,100**	**9,135**
MINNESOTA		11,657	5,286	1,949
IOWA		4,996	9,600	5,909
MISSOURI		2,555	2,312	4,154
NORTH DAKOTA		1,292	707	1,732
SOUTH DAKOTA		2,111	1,147	3,932
NEBRASKA	107	1,675	6,168	5,319
KANSAS	299	1,440	2,898	3,827
WEST NO. CENTRAL	**406**	**25,726**	**28,318**	**26,822**
DELAWARE		109	27	18
MARYLAND		1,178	88	153
DISTRICT OF COLUMBIA		3	2	49
VIRGINIA		1,721	113	994
WEST VIRGINIA		298	11	414
NORTH CAROLINA		1,175	214	551
SOUTH CAROLINA		335	97	369
GEORGIA		758	270	1,029
FLORIDA		396	64	1,034
SOUTH ATLANTIC		**5,973**	**886**	**4,611**
KENTUCKY		2,101	318	1,754
TENNESSEE		1,765	238	1,376
ALABAMA		373	68	1,069
MISSISSIPPI		556	215	696
EAST SO. CENTRAL		**4,795**	**839**	**4,895**
ARKANSAS		520	412	1,249
LOUISIANA		526	190	634
OKLAHOMA		733	634	4,707
TEXAS		1,492	1,713	6,934
WEST SO. CENTRAL		**3,271**	**2,949**	**13,524**
MONTANA		318	305	4,071
IDAHO		1,185	112	2,165
WYOMING	205	94	55	2,479
COLORADO	16,330	549	437	3,668
NEW MEXICO	61	119	75	2,521
ARIZONA		138	82	1,256
UTAH		830	25	1,560
NEVADA		60	11	1,036
MOUNTAIN	**16,596**	**3,293**	**1,102**	**18,756**
ALASKA		15		20
WASHINGTON		1,313	164	963
OREGON		622	99	2,032
CALIFORNIA		2,276	314	2,107
HAWAII		9		42
PACIFIC		**4,235**	**577**	**5,164**
MISCELLANEOUS	397			
UNCLASSIFIED				
UNITED STATES	**17,399**	**110,077**	**51,007**	**84,325**
POSSESSIONS & OTHER AREAS				30
U. S. & POSSESSIONS, ETC.	**17,399**	**110,077**	**51,007**	**84,355**
CANADA			312	118
FOREIGN				21
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				7
GRAND TOTAL	**17,399**	**110,077**	**51,319**	**84,501**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL	THE FARMER*	FARMWEEK	FFA NEW HORIZONS
MAINE	1,609		7	184
NEW HAMPSHIRE	644		4	636
VERMONT	2,237		3	473
MASSACHUSETTS	1,203		8	878
RHODE ISLAND	156			289
CONNECTICUT	1,241		7	1,445
NEW ENGLAND	**7,090**	—	**29**	**3,905**
NEW YORK	16,723		39	4,951
NEW JERSEY	2,125		8	1,836
PENNSYLVANIA	22,883		80	8,924
MIDDLE ATLANTIC	**41,731**		**127**	**15,721**
OHIO	37,798		5,446	15,493
INDIANA	36,046		18,110	8,409
ILLINOIS	62,026		438	7,682
MICHIGAN	24,395		231	4,156
WISCONSIN	39,495		19	17,111
EAST NO. CENTRAL	**201,760**		**24,244**	**52,851**
MINNESOTA	51,872		23	8,163
IOWA	78,440		36	10,420
MISSOURI	38,915		25	13,009
NORTH DAKOTA	21,729		9	3,136
SOUTH DAKOTA	23,558		7	2,917
NEBRASKA	43,681		7	7,224
KANSAS	38,448		20	7,692
WEST NO. CENTRAL	**296,644**		**127**	**52,561**
DELAWARE	1,319			1,018
MARYLAND	5,135		10	1,519
DISTRICT OF COLUMBIA	61		3	154
VIRGINIA	10,505		33	12,834
WEST VIRGINIA	2,979		66	4,678
NORTH CAROLINA	15,569		25	12,783
SOUTH CAROLINA	5,378		6	4,374
GEORGIA	11,732		10	10,170
FLORIDA	4,612		66	10,437
SOUTH ATLANTIC	**57,290**		**219**	**57,967**
KENTUCKY	14,492		2,579	11,073
TENNESSEE	13,913		496	11,605
ALABAMA	8,506		19	19,817
MISSISSIPPI	8,052		8	5,074
EAST SO. CENTRAL	**44,963**		**3,102**	**47,569**
ARKANSAS	11,809		3	11,391
LOUISIANA	7,007		5	6,867
OKLAHOMA	18,586		12	16,466
TEXAS	36,280		20	46,354
WEST SO. CENTRAL	**73,682**		**40**	**81,078**
MONTANA	12,450		4	1,782
IDAHO	9,378			3,141
WYOMING	3,814		1	1,241
COLORADO	12,242		6	2,457
NEW MEXICO	2,408		1	2,966
ARIZONA	1,897		6	2,683
UTAH	3,436		2	3,140
NEVADA	889		1	529
MOUNTAIN	**46,514**		**21**	**17,939**
ALASKA	123		1	159
WASHINGTON	9,982		9	6,356
OREGON	7,298		2	3,092
CALIFORNIA	14,716		17	26,115
HAWAII	102			500
PACIFIC	**32,221**		**29**	**36,222**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**801,895**		**27,938**	**365,813**
POSSESSIONS & OTHER AREAS	6			1,948
U. S. & POSSESSIONS, ETC.	**801,901**		**27,938**	**367,761**
CANADA	117		1	4
FOREIGN	218			51
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	39			
GRAND TOTAL	**802,275**		**27,939**	**367,816**

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	HBJ FARM PUBLICATIONS UNIT*	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN
MAINE			3	650
NEW HAMPSHIRE			3	508
VERMONT	1		1	1,978
MASSACHUSETTS	4		13	799
RHODE ISLAND			1	85
CONNECTICUT	1		14	771
NEW ENGLAND	**6**		**35**	**4,791**
NEW YORK	5		44	10,111
NEW JERSEY	6		23	519
PENNSYLVANIA	6		53	9,646
MIDDLE ATLANTIC	**17**		**120**	**20,276**
OHIO	6		70	6,132
INDIANA	2		74	2,944
ILLINOIS	14		202	3,425
MICHIGAN	3		47	4,752
WISCONSIN	3		65	20,859
EAST NO. CENTRAL	**28**		**458**	**38,112**
MINNESOTA	2		185	10,206
IOWA	7		1,025	4,586
MISSOURI	11		4,212	3,786
NORTH DAKOTA			244	863
SOUTH DAKOTA			861	1,226
NEBRASKA	7		9,043	1,516
KANSAS	8		21,280	2,172
WEST NO. CENTRAL	**35**		**36,850**	**24,355**
DELAWARE	1		6	136
MARYLAND	6		19	1,742
DISTRICT OF COLUMBIA	7		11	45
VIRGINIA	19		54	2,074
WEST VIRGINIA	2		8	385
NORTH CAROLINA	9		35	1,181
SOUTH CAROLINA	10		12	412
GEORGIA	90		19	957
FLORIDA	5,277		46	885
SOUTH ATLANTIC	**5,421**		**210**	**7,817**
KENTUCKY	5		32	2,960
TENNESSEE	11		51	2,137
ALABAMA	35		25	448
MISSISSIPPI	10		41	726
EAST SO. CENTRAL	**61**		**149**	**6,271**
ARKANSAS	1		207	1,213
LOUISIANA	5		41	632
OKLAHOMA	9		8,592	1,283
TEXAS	19		4,914	2,999
WEST SO. CENTRAL	**34**		**13,754**	**6,127**
MONTANA			142	262
IDAHO	2		95	787
WYOMING	2		357	81
COLORADO	9		5,953	532
NEW MEXICO	2		650	229
ARIZONA	4		123	262
UTAH	2		62	461
NEVADA	2		35	82
MOUNTAIN	**23**		**7,417**	**2,696**
ALASKA			13	59
WASHINGTON			67	1,765
OREGON	3		75	748
CALIFORNIA	11		240	2,674
HAWAII	3		2	27
PACIFIC	**17**		**397**	**5,273**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**5,642**		**59,390**	**115,718**
POSSESSIONS & OTHER AREAS	9			184
U. S. & POSSESSIONS, ETC.	**5,651**		**59,390**	**115,902**
CANADA	8		49	6,893
FOREIGN	23		29	2,303
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				26
GRAND TOTAL	**5,682**		**59,468**	**125,124**

*See Individual Publications.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	HOGS TODAY	IDAHO FARMER-STOCKMAN	KANSAS FARMER	MICHIGAN FARMER
MAINE	23	1		
NEW HAMPSHIRE	11			
VERMONT	24			
MASSACHUSETTS	47	1		
RHODE ISLAND	9			
CONNECTICUT	28	1		
NEW ENGLAND	**142**	**3**		
NEW YORK	375	6		
NEW JERSEY	79	2		
PENNSYLVANIA	1,706	3		
MIDDLE ATLANTIC	**2,160**	**11**		
OHIO	5,680	2		
INDIANA	9,829	2		
ILLINOIS	13,867	5		
MICHIGAN	2,563	2		50,023
WISCONSIN	3,749	6		
EAST NO. CENTRAL	**35,688**	**17**		**50,023**
MINNESOTA	11,988	6		
IOWA	32,568	4		
MISSOURI	7,792			
NORTH DAKOTA	1,066	5		
SOUTH DAKOTA	5,681			
NEBRASKA	10,566	3		
KANSAS	4,067	2	51,516	
WEST NO. CENTRAL	**73,728**	**20**	**51,516**	
DELAWARE	101			
MARYLAND	352	3		
DISTRICT OF COLUMBIA	4	1		
VIRGINIA	681	4		
WEST VIRGINIA	111			
NORTH CAROLINA	1,933	4		
SOUTH CAROLINA	684			
GEORGIA	1,887	2		
FLORIDA	294	5		
SOUTH ATLANTIC	**6,047**	**19**		
KENTUCKY	1,787	1		
TENNESSEE	1,692	3		
ALABAMA	713	2		
MISSISSIPPI	312			
EAST SO. CENTRAL	**4,504**	**6**		
ARKANSAS	402			
LOUISIANA	94	1		
OKLAHOMA	494			
TEXAS	954	9		
WEST SO. CENTRAL	**1,944**	**10**		
MONTANA	552	130		
IDAHO	238	12,738		
WYOMING	85	33		
COLORADO	619	11		
NEW MEXICO	34	3		
ARIZONA	103	16		
UTAH	103	101		
NEVADA	20	84		
MOUNTAIN	**1,754**	**13,116**		
ALASKA	8	6		
WASHINGTON	216	115		
OREGON	172	143		
CALIFORNIA	403	60		
HAWAII	21	2		
PACIFIC	**820**	**326**		
MISCELLANEOUS			1,146	672
UNCLASSIFIED				
UNITED STATES	**126,787**	**13,528**	**52,662**	**50,695**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**126,787**	**13,528**	**52,662**	**50,695**
CANADA		4		
FOREIGN		3		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**126,787**	**13,535**	**52,662**	**50,695**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	MISSOURI RURALIST	MONTANA FARMER-STOCKMAN	NEBRASKA FARMER	THE OHIO FARMER
MAINE		5		
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS		1		
RHODE ISLAND				
CONNECTICUT		6		
NEW ENGLAND		12		
NEW YORK		12		
NEW JERSEY		5		
PENNSYLVANIA		7		
MIDDLE ATLANTIC		24		
OHIO		7		83,944
INDIANA		7		
ILLINOIS		24		
MICHIGAN		5		
WISCONSIN		8		
EAST NO. CENTRAL		51		83,944
MINNESOTA		34		
IOWA		17	159	
MISSOURI	61,841	15		
NORTH DAKOTA		99		
SOUTH DAKOTA		64	132	
NEBRASKA		17	51,604	
KANSAS		13	334	
WEST NO. CENTRAL	61,841	259	52,229	
DELAWARE				
MARYLAND		4		
DISTRICT OF COLUMBIA		5		
VIRGINIA		6		
WEST VIRGINIA		2		
NORTH CAROLINA		7		
SOUTH CAROLINA		2		
GEORGIA		6		
FLORIDA		18		
SOUTH ATLANTIC		50		
KENTUCKY		3		
TENNESSEE				
ALABAMA		3		
MISSISSIPPI		2		
EAST SO. CENTRAL		8		
ARKANSAS		3		
LOUISIANA				
OKLAHOMA		6		
TEXAS		15		
WEST SO. CENTRAL		24		
MONTANA		23,377		
IDAHO		97		
WYOMING		1,460	101	
COLORADO		34	529	
NEW MEXICO		6		
ARIZONA		44		
UTAH		18		
NEVADA		23		
MOUNTAIN		25,059	630	
ALASKA		16		
WASHINGTON		227		
OREGON		74		
CALIFORNIA		65		
HAWAII		1		
PACIFIC		383		
MISCELLANEOUS	1,131		597	1,305
UNCLASSIFIED				
UNITED STATES	62,972	25,870	53,456	85,249
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	62,972	25,870	53,456	85,249
CANADA		22		
FOREIGN		1		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	62,972	25,893	53,456	85,249

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	OKLAHOMA FARMER-STOCKMAN	OREGON FARMER-STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER
MAINE		2		
NEW HAMPSHIRE		1		4
VERMONT				3
MASSACHUSETTS				6
RHODE ISLAND				2
CONNECTICUT		2		5
NEW ENGLAND		5		20
NEW YORK		4		66
NEW JERSEY		1	2,201	29
PENNSYLVANIA		2	44,241	94
MIDDLE ATLANTIC		7	46,442	189
OHIO		3		23,520
INDIANA		1		48,129
ILLINOIS		5		84,356
MICHIGAN		2		15,036
WISCONSIN		4		474
EAST NO. CENTRAL		15		171,515
MINNESOTA		4		62
IOWA		5		122
MISSOURI				439
NORTH DAKOTA		2		4
SOUTH DAKOTA		1		7
NEBRASKA		2		22
KANSAS		4		29
WEST NO. CENTRAL		18		685
DELAWARE			693	7
MARYLAND			4,602	25
DISTRICT OF COLUMBIA				9
VIRGINIA				52
WEST VIRGINIA			3,021	5
NORTH CAROLINA		2		31
SOUTH CAROLINA				13
GEORGIA		3		24
FLORIDA		4		298
SOUTH ATLANTIC		9	8,316	464
KENTUCKY				13,491
TENNESSEE				131
ALABAMA		3		26
MISSISSIPPI				14
EAST SO. CENTRAL		3		13,662
ARKANSAS	131			24
LOUISIANA		1		13
OKLAHOMA	49,334			27
TEXAS		10		88
WEST SO. CENTRAL	49,465	11		152
MONTANA		31		7
IDAHO		48		8
WYOMING				4
COLORADO		4		49
NEW MEXICO		5		16
ARIZONA		8		78
UTAH		9		6
NEVADA		44		10
MOUNTAIN		149		178
ALASKA		10		3
WASHINGTON		164		14
OREGON		13,573		8
CALIFORNIA		77		110
HAWAII		2		3
PACIFIC		13,826		138
MISCELLANEOUS	1,023		847	
UNCLASSIFIED				
UNITED STATES	50,488	14,043	55,605	187,003
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	50,488	14,043	55,605	187,003
CANADA		2		37
FOREIGN				10
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	50,488	14,045	55,605	187,050

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	PROGRESSIVE FARMER	SUCCESSFUL FARMING	TEXAS FARMER-STOCKMAN	TOP PRODUCER
MAINE		406		87
NEW HAMPSHIRE		87		38
VERMONT		556		175
MASSACHUSETTS		220		77
RHODE ISLAND		31		5
CONNECTICUT		538		116
NEW ENGLAND		**1,838**		**498**
NEW YORK		8,435		2,599
NEW JERSEY		1,013		351
PENNSYLVANIA		11,658		2,343
MIDDLE ATLANTIC		**21,106**		**5,293**
OHIO	4,290	27,945		10,134
INDIANA	3,887	34,026		13,911
ILLINOIS	5,263	61,504		27,274
MICHIGAN	432	19,495		6,643
WISCONSIN	429	32,313		6,315
EAST NO. CENTRAL	**14,301**	**175,283**		**64,277**
MINNESOTA	310	49,317		16,713
IOWA	2,052	57,290		26,156
MISSOURI	14,057	32,096		11,504
NORTH DAKOTA		22,820		10,198
SOUTH DAKOTA		24,648		11,558
NEBRASKA	439	31,458		19,111
KANSAS	6,977	27,793		13,999
WEST NO. CENTRAL	**23,835**	**245,422**		**109,239**
DELAWARE	1,385	211		440
MARYLAND	6,751	635		1,220
DISTRICT OF COLUMBIA	55	59		5
VIRGINIA	23,769	972		1,890
WEST VIRGINIA	6,666	126		173
NORTH CAROLINA	40,803	1,296		3,502
SOUTH CAROLINA	13,805	518		1,523
GEORGIA	29,070	1,211		2,833
FLORIDA	14,781	814		652
SOUTH ATLANTIC	**137,085**	**5,842**		**12,238**
KENTUCKY	24,888	1,700		2,983
TENNESSEE	36,495	1,415		2,885
ALABAMA	29,255	856		1,623
MISSISSIPPI	25,650	540		3,182
EAST SO. CENTRAL	**116,288**	**4,511**		**10,673**
ARKANSAS	25,440	894		4,859
LOUISIANA	18,910	409	58	2,756
OKLAHOMA	25,782	2,467	194	4,015
TEXAS	88,874	3,436	106,598	9,490
WEST SO. CENTRAL	**159,006**	**7,206**	**106,850**	**21,120**
MONTANA		7,396		4,380
IDAHO		3,784		1,678
WYOMING		2,554		761
COLORADO	496	8,332		3,946
NEW MEXICO	2,962	223	2,953	503
ARIZONA	1,991	599		436
UTAH		1,197		470
NEVADA		362		129
MOUNTAIN	**5,449**	**24,447**	**2,953**	**12,303**
ALASKA	32	96		16
WASHINGTON		4,840		2,285
OREGON		3,600		1,076
CALIFORNIA	698	1,723		2,527
HAWAII	16	56		10
PACIFIC	**746**	**10,315**		**5,914**
MISCELLANEOUS	905		710	
UNCLASSIFIED				
UNITED STATES	**457,615**	**495,970**	**110,513**	**241,555**
POSSESSIONS & OTHER AREAS	8	6		
U. S. & POSSESSIONS, ETC.	**457,623**	**495,976**	**110,513**	**241,555**
CANADA	34	315		
FOREIGN	173	287		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	95	47		
GRAND TOTAL	**457,925**	**496,625**	**110,513**	**241,555**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	UTAH FARMER-STOCKMAN	WALLACES FARMER	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES
MAINE	1		1	14
NEW HAMPSHIRE		2	2	7
VERMONT				1
MASSACHUSETTS		8	1	3
RHODE ISLAND		1	1	1
CONNECTICUT	1	6	2	24
NEW ENGLAND	**2**	**17**	**7**	**50**
NEW YORK	2	22	4	44
NEW JERSEY	2	11	2	20
PENNSYLVANIA	3	24	5	43
MIDDLE ATLANTIC	**7**	**57**	**11**	**107**
OHIO	2	45	5	34
INDIANA		40		23
ILLINOIS	3	326	7	70
MICHIGAN		38	2	29
WISCONSIN	2	93	4	41
EAST NO. CENTRAL	**7**	**542**	**18**	**197**
MINNESOTA	3	42,380	7	78
IOWA	2	83,833	8	60
MISSOURI		18,212	7	31
NORTH DAKOTA		5,841	1	113
SOUTH DAKOTA		11,851	4	73
NEBRASKA	2	24,713	3	40
KANSAS		10,190	7	52
WEST NO. CENTRAL	**7**	**197,020**	**37**	**447**
DELAWARE		5		1
MARYLAND	2	19	4	21
DISTRICT OF COLUMBIA		10		7
VIRGINIA		11	5	19
WEST VIRGINIA		2		3
NORTH CAROLINA	2	13	1	24
SOUTH CAROLINA	2	5		16
GEORGIA		17	2	17
FLORIDA	4	78	7	44
SOUTH ATLANTIC	**10**	**160**	**19**	**152**
KENTUCKY		13	1	7
TENNESSEE	1	9	1	22
ALABAMA		7		16
MISSISSIPPI		6		4
EAST SO. CENTRAL	**1**	**35**	**2**	**49**
ARKANSAS		37	2	12
LOUISIANA	3	3	1	7
OKLAHOMA		18		18
TEXAS	4	97	12	83
WEST SO. CENTRAL	**7**	**155**	**15**	**120**
MONTANA	10	11	90	23,671
IDAHO	21	10	100	13,012
WYOMING	102	8	8	1,605
COLORADO	13	71	8	89
NEW MEXICO	2	14	1	76
ARIZONA	11	133	10	1,795
UTAH	5,430	9	9	5,580
NEVADA	124	7	7	294
MOUNTAIN	**5,713**	**263**	**233**	**46,122**
ALASKA	1	6	15	49
WASHINGTON	12	24	18,799	19,330
OREGON	1	16	110	13,913
CALIFORNIA	25	163	44	547
HAWAII			2	9
PACIFIC	**39**	**209**	**18,970**	**33,848**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**5,793**	**198,458**	**19,312**	**81,092**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**5,793**	**198,458**	**19,312**	**81,092**
CANADA	3	16	6	39
FOREIGN	1	4	1	8
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**5,797**	**198,478**	**19,319**	**81,139**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	WESTERN LIVESTOCK JOURNAL	WISCONSIN AGRICULTURIST	WYOMING STOCKMAN-FARMER*
MAINE	11		
NEW HAMPSHIRE	12	1	
VERMONT	5	2	
MASSACHUSETTS	21	2	
RHODE ISLAND	3		
CONNECTICUT	17	1	
NEW ENGLAND	69	6	
NEW YORK	45	5	
NEW JERSEY	18	2	
PENNSYLVANIA	53	6	
MIDDLE ATLANTIC	116	13	
OHIO	85	3	
INDIANA	90	13	
ILLINOIS	239	227	
MICHIGAN	57	71	
WISCONSIN	83	51,244	
EAST NO. CENTRAL	554	51,558	
MINNESOTA	154	95	
IOWA	384	40	
MISSOURI	344	11	
NORTH DAKOTA	242	3	
SOUTH DAKOTA	364	2	
NEBRASKA	700	5	
KANSAS	648	6	
WEST NO. CENTRAL	2,836	162	
DELAWARE	7		
MARYLAND	22	3	
DISTRICT OF COLUMBIA	7	2	
VIRGINIA	50	3	
WEST VIRGINIA	10	2	
NORTH CAROLINA	51	3	
SOUTH CAROLINA	13	1	
GEORGIA	54	5	
FLORIDA	75	27	
SOUTH ATLANTIC	289	46	
KENTUCKY	46	2	
TENNESSEE	84	9	
ALABAMA	61		
MISSISSIPPI	40		
EAST SO. CENTRAL	231	11	
ARKANSAS	108	10	
LOUISIANA	66		
OKLAHOMA	608	3	
TEXAS	1,107	10	
WEST SO. CENTRAL	1,889	23	
MONTANA	749	2	
IDAHO	899	1	
WYOMING	705	2	
COLORADO	1,411	3	
NEW MEXICO	411	5	
ARIZONA	610	16	
UTAH	633	4	
NEVADA	810	5	
MOUNTAIN	6,228	38	
ALASKA	24	2	
WASHINGTON	705	10	
OREGON	1,810	1	
CALIFORNIA	5,842	19	
HAWAII	22	1	
PACIFIC	8,403	33	
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	20,615	51,890	
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	20,615	51,890	
CANADA	137		
FOREIGN	15		
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	20,767	51,890	

*Publisher's Statement Not Filed By Press Time.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,609	1,609		
NEW HAMPSHIRE	644	644		
VERMONT	2,237	2,237		
MASSACHUSETTS	1,203	1,203		
RHODE ISLAND	156	156		
CONNECTICUT	1,241	1,241		
NEW ENGLAND	**7,090**	**7,090**		
NEW YORK	16,723	16,723		
NEW JERSEY	2,125	2,125		
PENNSYLVANIA	22,883	22,883		
MIDDLE ATLANTIC	**41,731**	**41,731**		
OHIO	37,798	37,798		
INDIANA	38,046	38,046		
ILLINOIS	62,026	62,026		
MICHIGAN	24,395	24,395		
WISCONSIN	39,495	39,495		
EAST NO. CENTRAL	**201,760**	**201,760**		
MINNESOTA	51,873	51,873		51,873
IOWA	78,440	78,440		
MISSOURI	38,915	38,915		
NORTH DAKOTA	21,729	21,729		21,729
SOUTH DAKOTA	23,558	23,558		23,558
NEBRASKA	43,681	43,681		43,681
KANSAS	38,448	38,448		38,448
WEST NO. CENTRAL	**296,644**	**296,644**		**179,289**
DELAWARE	1,319	1,319		
MARYLAND	5,135	5,135		
DISTRICT OF COLUMBIA	61	61		
VIRGINIA	10,505		10,505	
WEST VIRGINIA	2,979		2,979	
NORTH CAROLINA	15,569		15,569	
SOUTH CAROLINA	5,378		5,378	
GEORGIA	11,732		11,732	
FLORIDA	4,612		4,612	
SOUTH ATLANTIC	**57,290**	**6,515**	**50,775**	
KENTUCKY	14,492		14,492	
TENNESSEE	13,913		13,913	
ALABAMA	8,506		8,506	
MISSISSIPPI				
EAST SO. CENTRAL	**36,911**		**36,911**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				18,586
TEXAS				36,280
WEST SO. CENTRAL				**54,866**
MONTANA				12,450
IDAHO				9,378
WYOMING				3,814
COLORADO	12,242	12,242		12,242
NEW MEXICO				2,408
ARIZONA				
UTAH				3,436
NEVADA				
MOUNTAIN	**12,242**	**12,242**		**43,728**
ALASKA				123
WASHINGTON				9,982
OREGON				7,298
CALIFORNIA				
HAWAII				
PACIFIC				**17,403**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**653,668**	**565,982**	**87,686**	**295,286**
POSSESSIONS & OTHER AREAS	6	6		6
U. S. & POSSESSIONS, ETC.	**653,674**	**565,988**	**87,686**	**295,292**
CANADA	117	117		117
FOREIGN	218	218		218
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	39	39		39
GRAND TOTAL	**654,048**	**566,362**	**87,686**	**295,666**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

FARM JOURNAL - CROP EDITIONS ONLY

	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,125		2,125	
PENNSYLVANIA				
MIDDLE ATLANTIC	2,125		2,125	
OHIO	37,798	37,798		
INDIANA	38,046	38,046		
ILLINOIS	62,026	62,026		
MICHIGAN	24,395	24,395		
WISCONSIN				
EAST NO. CENTRAL	162,265	162,265		
MINNESOTA	51,873	51,873		
IOWA	78,440	78,440		
MISSOURI	38,915	38,915		38,915
NORTH DAKOTA	21,729	21,729		21,729
SOUTH DAKOTA	23,558	23,558		23,558
NEBRASKA	43,681	43,681		43,681
KANSAS	38,448	38,448		38,448
WEST NO. CENTRAL	296,644	296,644		166,331
DELAWARE	1,319		1,319	
MARYLAND	5,135		5,135	
DISTRICT OF COLUMBIA	61		61	
VIRGINIA	10,505		10,505	
WEST VIRGINIA	2,979		2,979	
NORTH CAROLINA	15,569		15,569	
SOUTH CAROLINA	5,378		5,378	
GEORGIA	11,732		11,732	
FLORIDA	4,612		4,612	
SOUTH ATLANTIC	57,290		57,290	
KENTUCKY	14,492		14,492	
TENNESSEE	13,913		13,913	
ALABAMA	8,506		8,506	
MISSISSIPPI	8,052		8,052	8,052
EAST SO. CENTRAL	44,963		44,963	8,052
ARKANSAS	11,809		11,809	11,809
LOUISIANA	7,007		7,007	7,007
OKLAHOMA				18,586
TEXAS				36,280
WEST SO. CENTRAL	18,816		18,816	73,682
MONTANA				
IDAHO				
WYOMING				
COLORADO				12,242
NEW MEXICO				2,408
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				14,650
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	582,103	458,909	123,194	262,715
POSSESSIONS & OTHER AREAS	6	6		
U. S. & POSSESSIONS, ETC.	582,109	458,915	123,194	262,715
CANADA	117	117		
FOREIGN	218	218		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	39	39		
GRAND TOTAL	582,483	459,289	123,194	262,715

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	SUCCESSFUL FARMING LIVESTOCK EDITIONS		
	HOG	BEEF	DAIRY
MAINE	73	149	138
NEW HAMPSHIRE	25	37	46
VERMONT	77	145	338
MASSACHUSETTS	46	69	84
RHODE ISLAND	8	12	6
CONNECTICUT	99	184	166
NEW ENGLAND	328	596	778
NEW YORK	1,454	2,874	4,275
NEW JERSEY	209	307	236
PENNSYLVANIA	3,353	6,495	5,370
MIDDLE ATLANTIC	5,016	9,676	9,881
OHIO	8,734	11,762	5,660
INDIANA	13,350	15,190	4,715
ILLINOIS	22,161	28,227	8,394
MICHIGAN	4,961	7,883	5,069
WISCONSIN	8,788	17,102	21,838
EAST NO. CENTRAL	57,994	79,964	45,676
MINNESOTA	23,089	27,640	20,230
IOWA	33,272	32,369	8,789
MISSOURI	14,379	23,645	7,122
NORTH DAKOTA	4,375	11,660	3,313
SOUTH DAKOTA	14,280	18,539	10,438
NEBRASKA	13,098	20,139	3,604
KANSAS	13,417	20,995	7,813
WEST NO. CENTRAL	115,910	154,987	61,309
DELAWARE	48	52	35
MARYLAND	123	200	146
DISTRICT OF COLUMBIA	12	14	9
VIRGINIA	241	413	237
WEST VIRGINIA	40	62	40
NORTH CAROLINA	366	426	253
SOUTH CAROLINA	170	191	116
GEORGIA	419	498	293
FLORIDA	199	265	166
SOUTH ATLANTIC	1,618	2,121	1,295
KENTUCKY	593	852	414
TENNESSEE	453	661	382
ALABAMA	245	382	230
MISSISSIPPI	133	225	128
EAST SO. CENTRAL	1,424	2,120	1,154
ARKANSAS	190	283	177
LOUISIANA	90	132	89
OKLAHOMA	525	1,793	605
TEXAS	913	1,597	870
WEST SO. CENTRAL	1,718	3,805	1,741
MONTANA	1,584	4,933	754
IDAHO	1,129	2,366	1,069
WYOMING	518	1,816	335
COLORADO	2,070	5,190	1,240
NEW MEXICO	43	107	31
ARIZONA	155	233	91
UTAH	207	679	230
NEVADA	69	188	50
MOUNTAIN	5,775	15,512	3,800
ALASKA	26	39	17
WASHINGTON	833	2,225	744
OREGON	741	1,899	595
CALIFORNIA	391	635	333
HAWAII	14	20	12
PACIFIC	2,005	4,818	1,701
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	191,788	273,599	127,335
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	191,788	273,599	127,335
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	191,788	273,599	127,335

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	CATTLEMEN	COUNTRY GUIDE	COUNTRY GUIDE DEMOGRAPHIC EDITION ONLY DAIRY GUIDE
NEWFOUNDLAND	35	231	42
NOVA SCOTIA	214	2,471	529
PRINCE EDWARD ISLAND	527	1,537	387
NEW BRUNSWICK	585	3,102	439
QUEBEC	1,195	3,832	647
ONTARIO	11,985	42,586	10,029
MANITOBA	3,314	19,308	2,096
SASKATCHEWAN	5,759	34,698	2,475
ALBERTA	11,016	37,348	3,673
BRITISH COLUMBIA	1,958	7,178	861
NORTHWEST TERRITORIES	3	55	
YUKON TERRITORY	8	62	3
MISCELLANEOUS			
UNCLASSIFIED			
TOTAL CANADA	36,599	152,408	21,179
BRITISH COMMONWEALTH	11	18	2
UNITED STATES	105	104	29
FOREIGN	38	69	24
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	36,753	152,599	21,234

	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	ONTARIO FARMER	THE WESTERN PRODUCER
NEWFOUNDLAND	6			6	7
NOVA SCOTIA	49	2	1	82	101
PRINCE EDWARD ISLAND	31	2		163	40
NEW BRUNSWICK	37	268	680	82	90
QUEBEC	86	43,756	46,607	945	151
ONTARIO	934	508	1,395	37,020	2,026
MANITOBA	11,428	18	9	41	12,573
SASKATCHEWAN	26,033	2	2	33	67,445
ALBERTA	21,269	15	13	56	34,150
BRITISH COLUMBIA	1,568	7	8	19	10,964
NORTHWEST TERRITORIES	6	2	1		76
YUKON TERRITORY	25				107
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	61,472	44,580	48,716	38,447	127,730
BRITISH COMMONWEALTH					13
UNITED STATES	774	10	4	162	140
FOREIGN	150	58	21	25	25
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	62,396	44,648	48,741	38,634	127,908

Audit Bureau
of Circulations

Religious Publications
United States & Canada

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 12/31/90 SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	6 MONTHS ENDED 12/31/89 TOTAL PAID	INCREASE OR DECREASE
CATHOLIC NEW YORK	130,978		130,978 #	131,102 #	-.1
JEWISH EXPONENT	50,627	11	50,638	52,276	-3.1
THE JEWISH WEEK	88,500	802	89,302	86,476	+3.3
THE LONG ISLAND CATHOLIC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE METROWEST JEWISH NEWS	21,382		21,382	22,802	-6.2
THE TABLET	73,164	21,373	94,537 #	96,926 #	-2.5

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FEBRUARY 22, 1991

SUPPLEMENT TO ABC PERIODICAL FAS-FAX

Circulation averages for six months ended December 31, 1990

This supplement provides circulation data on publications that filed their regular December 31, 1990 Publisher's Statements subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 12/31/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 12/31/89 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.												
AMERICAN ARTIST (None Claimed)	2.25	6	140,201	16,431	156,632	6	132,102	27,911	160,013	+6.1	-41.1	-2.1
AMERICAN HANDGUNNER (None Claimed)	2.95	3	100,646	43,703	144,349	3	101,199	52,011	153,210	-.6	-16.0	-5.8
THE AMERICAN LAWYER (None Claimed)	20.00	5	18,377	83	18,460	5	18,823	165	18,988	-2.4	-49.7	-2.8
ARCHIE COMIC GROUP (1,250,000)	(c)	6	29,681	1,308,485	1,338,166	6		1,428,325	1,428,325		-8.4	-6.3
BASSMASTER MAGAZINE (None Claimed)	2.95	4	509,783	8,976	518,759	4	511,165	5,217	516,382	-.3	+72.1	+.5
BICYCLE GUIDE (165,000)	2.50	4	120,148	44,594	164,742				(a)			
BOWHUNTER (None Claimed)	2.95	5	104,269	69,004	173,273	5	99,422	64,878	164,300 ^	+4.9	+6.4	+5.5
BUENHOGAR (None Claimed)	2.95	13	5,756	8,116	13,872	13	5,585	8,404	13,989	+3.1	-3.4	-.8
BYTE MAGAZINE (None Claimed)	3.50	6	350,570	131,886	482,456	6	326,300	134,824	461,124	+7.4	-2.2	+4.6
CAREER PILOT (None Claimed)	5.00	6	17,940	38	17,978	6	18,084		18,084	-.8		-.6
CD REVIEW (None Claimed)	2.95	6	87,068	25,976	113,044	6	75,386	27,630	103,016	+15.5	-6.0	+9.7
CHANGES-FOR AND ABOUT ADULT CHILDREN (None Claimed)	3.75	3	21,948	5,626	27,574	3	19,205	7,026	26,231	+14.3	-19.9	+5.1
COLUMBIA JOURNALISM REVIEW (31,000)	3.00	3	28,956	2,544	31,500	3	26,962	2,826	29,788	+7.4	-10.0	+5.8
COLUMBUS MONTHLY (None Claimed)	1.95	6	31,954	4,470	36,424	6	30,566	4,520	35,086	+4.5	-1.1	+3.8

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
CONNECTICUT MAGAZINE (90,000)	2.50	6	82,619	5,954	88,573	6	81,280	6,953	88,233	+1.7	-14.4	+.4
COSMOPOLITAN EN ESPANOL (None Claimed)	2.50	6	10,336	19,333	29,669	6	8,531	22,026	30,557 @	+21.2	-12.2	-2.9
D MAGAZINE (DALLAS/FT. WORTH) (102,000)	2.50	6	94,607	9,243	103,850	6	86,645	13,449	100,094	+9.2	-31.3	+3.8
DELAWARE TODAY (None Claimed)	2.50	6	22,432	2,721	25,153	6	21,392	3,692	25,084	+4.9	-26.3	+.3
DOG WORLD (None Claimed)	3.50	6	32,620	28,751	61,371	6	31,056	29,988	61,044	+5.0	-4.1	+.5
DUNE BUGGIES AND HOT VW'S (None Claimed)	2.75	6	32,962	68,237	101,199	6	34,877	73,196	108,073	-5.5	-6.8	-6.4
EASYRIDERS (None Claimed)	3.95	6	96,290	208,707	304,997	6	114,673	210,487	325,160	-16.0	-.9	-6.2
EDUCATION WEEK (None Claimed)		16	51,469		51,469	16	50,878		50,878	+1.2		+1.2
EUROPE (None Claimed)	2.50	5	9,863	871	10,734	5	10,732	830	11,562	-8.1	+4.9	-7.2
FINE HOMEBUILDING (243,000)	4.95	3	188,964	54,691	243,655	3	188,597	48,190	236,787	+.2	+13.5	+2.9
FLYING MODELS (None Claimed)	2.95	6	10,648	13,553	24,201	6	10,678	13,899	24,577 @	-.3	-2.5	-1.5
FREQUENT FLYER MAGAZINE PART II OF THE POCKET FLIGHT GUIDES (325,000)		6	311,979		311,979	6	335,690		335,690	-7.1		-7.1
FUR-FISH-GAME to 11/90 (145,000) since 11/90 (135,000)	1.95	6	99,997	27,012	127,009	6	115,069	29,983	145,052	-13.1	-9.9	-12.4
GAME & FISH MAGAZINE (None Claimed)	2.50	6	228,457	111,894	340,531	6	245,364	136,918	382,282	-6.9	-18.3	-10.9

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
GEOMUNDO (None Claimed)	3.00	6	7,084	3,166	10,250	6	6,531	3,079	9,610 @	+8.5	+2.8	+6.7
GRAND RAPIDS MAGAZINE (None Claimed)	2.00	6	5,425	804	6,229	6	5,335	1,262	6,597	+1.7	-36.3	-5.6
GUNS MAGAZINE (None Claimed)	2.95	6	117,096	50,453	167,549	6	113,909	47,814	161,723	+2.8	+5.5	+3.6
HARPER'S BAZAAR EN ESPANOL (None Claimed)	2.95	5	1,809	2,117	3,926	4	1,819	1,935	3,754 @	-.6	+9.4	+4.6
HOMBRE DE MUNDO (None Claimed)	2.50	6	2,210	1,781	3,991	6	2,072	1,952	4,024	+6.7	-8.8	-.8
HORSE & RIDER (None Claimed)	2.25	6	96,393	18,375	114,768	6	87,725	18,426	106,151	+9.9	-.3	+8.1
IDEAS PARA SU HOGAR (None Claimed)	2.50	6	4,246	1,954	6,200	6	4,027	1,925	5,952	+5.4	+1.5	+4.2
ILLINOIS RURAL ELECTRIC NEWS (None Claimed)		6	137,262		137,262	6	136,093		136,093	+.9		+.9
INDIANAPOLIS MONTHLY (48,000)	2.25	6	41,465	6,698	48,163	6	44,128	7,396	51,524	-6.0	-9.4	-6.5
INTERVIEW (None Claimed)	2.50	6	72,013	51,737	123,750	6	78,387	58,684	137,071	-8.1	-11.8	-9.7
JUNIOR LEAGUE REVIEW (183,913)		1	189,970		189,970	1	183,913		183,913	+3.3		+3.3
LAKELAND BOATING (None Claimed)	2.50	5	37,022	3,649	40,671	5	34,831	5,096	39,927	+6.3	-28.4	+1.9
LOUISVILLE MAGAZINE (None Claimed)	1.95	6	23,882	1,558	25,440	6	24,099	1,340	25,439	-.9	+16.3	
LOWRIDER (106,000)	3.50	6	4,354	130,403	134,757	6	2,027	56,295	58,322 ^	+114.8	+131.6	+131.1
MARVEL COMICS GROUP (6,500,000)	(c)	6	180,733	8,504,633	8,685,366	8	157,283	6,462,012	6,619,295	+14.9	+31.6	+31.2

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ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
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PART 1

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MECANICA POPULAR (None Claimed)	2.50	6	3,070	1,567	4,637	6	2,846	1,525	4,371	+7.9	+2.8	+6.1
MEMPHIS MAGAZINE (None Claimed)	1.95	6	18,919	3,107	22,026	6	19,598	3,605	23,203	-3.5	-13.8	-5.1
MICHIGAN LIVING (None Claimed)	1.00	6	1,027,443		1,027,443	6	1,026,085		1,026,085	+.1		+.1
MILWAUKEE MAGAZINE (None Claimed)	1.95	6	24,988	5,493	30,481	6	30,398	6,452	36,850	-17.8	-14.9	-17.3
MOTHER JONES to 11-12/90 (200,000) since 11-12/90 (165,000)	2.95	3	146,568	18,690	165,258	5	176,904	23,397	200,301	-17.2	-20.1	-17.5
MOTORLAND to 09/90 (1,825,000) since 09/90 (1,900,000)	.50	3	1,957,583		1,957,583	3	1,866,430		1,866,430	+4.9		+4.9
THE NATION (85,000)	1.75	23	91,091	2,278	93,369	22	87,041	2,275	89,316	+4.7	+.1	+4.5
NEW YORK WOMAN (90,000)	2.50	5	78,231	13,564	91,795							
NORTH AMERICAN WHITETAIL (None Claimed)	2.50	6	62,472	63,054	125,526	6	62,898	62,213	125,111	-.7	+1.4	+.3
ORANGE COAST MAGAZINE (None Claimed)	2.95	6	20,041	5,890	25,931	6	20,320	5,008	25,328	-1.4	+17.6	+2.4
PERFORMANCE HORSEMAN (31,000)	2.95	6	28,731	6,622	35,353	6	25,992	692	26,684	+10.5	+856.9	+32.5
PRACTICAL HORSEMAN (57,000)	2.95	6	54,382	6,467	60,849	6	54,714	2,473	57,187	-.6	+161.5	+6.4
THE QUARTER HORSE JOURNAL (None Claimed)	2.50	6	64,321	2,976	67,297	6	66,172	2,565	68,737	-2.8	+16.0	-2.1
THE QUARTER RACING JOURNAL (None Claimed)	2.50	6	11,852	1,239	13,091	6	10,624	161	10,785	+11.6	+669.6	+21.4

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
RAILROAD MODEL CRAFTSMAN (None Claimed)	2.95	6	31,578	39,190	70,768	6	32,186	40,278	72,464	-1.9	-2.7	-2.3
RHODE ISLAND MONTHLY (24,000)	1.95	6	24,987	4,205	29,192	6	22,409	3,973	26,382	+11.5	+5.8	+10.7
RURAL LIVING (230,000)		6	254,654		254,654	6	247,684		247,684	+2.8		+2.8
SATELLITE ORBIT to 09/90 (300,000) since 09/90 (325,000)	4.95	6	182,648	163,909	346,557	6	176,501	138,962	315,463	+3.5	+18.0	+9.9
SCIENCE NEWS (200,000)	1.00	25	228,675		228,675	26	227,621		227,621	+.5		+.5
SEATTLE WEEKLY (None Claimed)	.75	26	20,541	13,670	34,211	26	20,645	13,239	33,884	-.5	+3.3	+1.0
SOUTHERN HOMES (None Claimed)	4.00	4	20,324	11,752	32,076	3	13,542	13,919	27,461	+50.1	-15.6	+16.8
SOUTHERN OUTDOORS (None Claimed)	2.50	4	218,638	10,583	229,221	4	217,105	17,316	234,421	+.7	-38.9	-2.2
SPANAMERICA MAGAZINE NETWORK (None Claimed)	(c)	(c)	70,427	120,784	191,211	(c)	65,999	153,551	219,550	+6.7	-21.3	-12.9
SPANAMERICA MEN'S GROUP (None Claimed)	(c)	6	12,364	6,514	18,878	6	11,376	6,650	18,026	+8.7	-2.1	+4.7
SPANAMERICA WOMEN'S GROUP (None Claimed)	(c)	(c)	58,063	114,270	172,333	(c)	54,623	146,901	201,524	+6.3	-22.2	-14.5
SPORTS CAR (None Claimed)	2.95	6	41,359		41,359				(a)			
SPY (165,000)	2.95	6	77,050	59,265	136,315	6	66,246	66,514	132,760	+16.3	-10.9	+2.7
STREET RODDER (None Claimed)	2.95	6	42,944	74,069	117,013	6	40,479	73,944	114,423	+6.1	+.2	+2.3

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

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ANALYZED PAID CIRCULATION
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TEACHING PRE K-8 (None Claimed)	3.00	3	133,391		133,391	3	99,125		99,125 ^	+34.6		+34.6
TEXAS FISH & GAME (None Claimed)	1.95	4	60,000	6,334	66,334	4	54,483	5,419	59,902	+10.1	+16.9	+10.7
TRUCKIN' (None Claimed)	2.95	6	29,997	169,735	199,732	6	28,097	158,495	186,592	+6.8	+7.1	+7.0
TU INTERNACIONAL (None Claimed)	2.50	6	4,105	5,076	9,181	6	4,175	6,430	10,605	-1.7	-21.1	-13.4
TURTLE MAGAZINE FOR PRESCHOOL KIDS (450,000)		5	369,433		369,433	4	395,007		395,007	-6.5		-6.5
T.V. Y NOVELAS - USA (None Claimed)	1.75	13	11,112	52,843	63,955	13	10,587	72,381	82,968 @	+5.0	-27.0	-22.9
VANIDADES CONTINENTAL (None Claimed)	2.95	13	20,699	24,831	45,530	13	19,361	25,842	45,203	+6.9	-3.9	+.7
VISION-THE INTER-AMERICAN MAGAZINE (200,000)		13	164,363	16,699	181,062	13	178,179	6,699	184,878	-7.8	+149.3	-2.1
CANADA												
ACTIF (None Claimed)	3.95	6	11,923	506	12,429	5	7,623	505	8,128	+56.4	+.2	+52.9
FEMME PLUS			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
FINANCIAL TIMES OF CANADA (None Claimed)	1.00	27	90,535	8,743	99,278	26	104,851	2,958	107,809	-13.7	+195.6	-7.9
GEORGIAN BAY TODAY (None Claimed)	1.00	2	490	2,050	2,540	2	526	2,859	3,385 ^	-6.8	-28.3	-25.0
LE LUNDI			UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE									
ORAH (None Claimed)		1	13,135		13,135	2	13,411		13,411	-2.1		-2.1
QUEBEC SCIENCE (None Claimed)	3.25	4	11,894	3,116	15,010	5	13,402	3,675	17,077	-11.3	-15.2	-12.1
SAFARIR (None Claimed)	2.95	5	3,611	58,100	61,711	5	1,813	38,869	40,682 ^	+99.2	+49.5	+51.7

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 12/31/90					AVERAGES FOR SIX MONTHS ENDED 12/31/89				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SENTIER CHASSE-PECHE (None Claimed)	3.50	6	57,411	15,737	73,148	6	59,552	16,962	76,514	-3.6	-7.2	-4.4
7 JOURS (None Claimed)	2.25	26	449	136,449	136,898				(a)			
SKI CANADA (None Claimed)	2.95	3	34,565	11,740	46,305	3	37,608	10,205	47,813	-8.1	+15.0	-3.2
TRAVEL A LA CARTE (None Claimed)	2.50	3	137,648		137,648	3	121,226		121,226	+13.6		+13.6
FOREIGN												
IMAGEN (None Claimed)	2.50	6	68,147	18,066	86,213	6	61,687	19,402	81,089	+10.5	-6.9	+6.3

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID AND NON-PAID CIRCULATION
CONTROLLED MAGAZINES, LESS THAN 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/ CIRC GUAR)	ISSUES IN PERIOD	NON-PAID AND PAID AVERAGES FOR SIX MONTHS ENDED 12/31/90 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	SINGLE COPY PRICE	TOTAL PAID	NON-PAID AND PAID AVERAGES FOR SIX MONTHS ENDED 12/31/89 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	TOTAL PAID	% OF INCREASE OR DECREASE DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	TOTAL PAID
PC TODAY * (None Claimed)	6	181,365		19,153	200,518	2.95	40,239					(b)					

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATE BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
((IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	AVERAGES FOR 6 MONTHS ENDED 12/31/90 SUBSCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	6 MONTHS ENDED 12/31/89 TOTAL PAID	INCREASE OR DECREASE
THE LONG ISLAND CATHOLIC	131,085		131,085 #	133,257 #	-1.6

RELIGIOUS PUBLICATION USING THE CONGREGATION-WIDE SUBSCRIPTION PLAN

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 06/30/90	12/31/89
U.S.					
ACTIONLINE	26	13,444	13,470	13,919 ^	(a)
ADWEEK'S MARKETING COMPUTERS	1,490	13,914	15,404	14,905	14,664
THE AMERICAN JOURNAL OF CARDIOLOGY	19,917		19,917	20,897	20,390
THE AMERICAN JOURNAL OF MEDICINE	23,804		23,804	24,353	25,326
AMERICAN JOURNAL OF SURGERY	14,570		14,570	14,980	14,853
THE AMERICAN SCHOOL BOARD JOURNAL	40,526		40,526	40,816	41,356
AQUACULTURE MAGAZINE	7,509		7,509	7,465	7,420
ARMY	140,006		140,006	141,429	148,836
ARTS & ACTIVITIES	23,123		23,123	20,868	23,859
ASSOCIATION MANAGEMENT	21,562		21,562	20,877	19,977
ATLANTA BUSINESS CHRONICLE	29,620	925	30,545	26,246	25,553
BALTIMORE BUSINESS JOURNAL	9,215		9,215	8,924	8,582
BOBBIN MAGAZINE	7,707		7,707	8,408	8,448
BOXBOARD CONTAINERS	4,177	9,821	13,998	14,025	13,916
BOXOFFICE	7,957		7,957	8,291	8,692
BROADCASTING-THE NEWS MAGAZINE OF THE FIFTH ESTATE	30,263		30,263	30,665	31,076
BROWARD REVIEW	3,159	198	3,357	3,386	3,482
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	15,061		15,061	14,556	14,103
THE BUSINESS JOURNAL SERVING THE SANTA CLARA VALLEY	13,502		13,502	12,978	12,643
CATALOG AGE	663	13,577	14,240	14,885	14,781
CHEMICAL ENGINEERING	51,929	19,430	71,359	70,205	71,518
CHEMICAL MARKETING REPORTER	16,639		16,639	16,801	16,808
CONSTRUCTION & MINING MACHINERY EN ESPANOL		15,859	15,859	14,919 ^	(a)
CORPORATE REPORT MINNESOTA	10,554	5,495	16,049	16,993	14,837
CRAIN'S CHICAGO BUSINESS	48,308	3,516	51,824	50,800	50,440
DESIGNERS WEST	27,354	9,435	36,789	41,174	41,939

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 06/30/90	12/31/
DIRECT	138	42,385	42,523	43,382	43,177 ^
DISCOUNT STORE NEWS	7,073	24,754	31,827	32,085	31,925
DRUG STORE NEWS/INSIDE PHARMACY		26,442	26,442	26,282	25,667
EDITOR & PUBLISHER-THE FOURTH ESTATE	25,168	2,473	27,641	28,217	28,105
ELECTRICAL CONSTRUCTION & MAINTENANCE	3,373	97,076	100,449	100,571	102,084
ELECTRICAL WHOLESALING	16,510	3,050	19,560	20,188	20,432
ELECTRICAL WORLD	5,336	40,224	45,560	45,398	44,973
ELECTRONIC MEDIA INTERNATIONAL		3,561	3,561	3,403 ^	(a)
ENR	94,704		94,704	95,134	93,719
THE EXECUTIVE EDUCATOR	14,911		14,911	14,861	15,713
FIRE ENGINEERING	40,966		40,966	40,613	39,517
FOLIO'S PUBLISHING NEWS	62	28,777	28,839	27,131	27,188 ^
FOLIO:THE MAGAZINE FOR MAGAZINE MANAGEMENT	10,055		10,055	9,628	10,599
THE 4TH MEDIA JOURNAL	281	23,017	23,298	17,469 ^	(a)
GEYER'S OFFICE DEALER	11,460	13,877	25,337	25,430	19,790
GIFTS & DECORATIVE ACCESSORIES	34,002		34,002	34,219	34,573
HARDWARE AGE	4,953	66,695	71,648	71,490	71,293
HOUSEWARES	2,336	11,544	13,880	13,918	14,096
ID-MAGAZINE OF INTERNATIONAL DESIGN	19,140		19,140	18,933	18,601
JACKSONVILLE BUSINESS JOURNAL	7,244		7,244	7,235	7,180
JEWELERS' CIRCULAR-KEYSTONE	35,061		35,061	36,072	36,812
LOS ANGELES BUSINESS JOURNAL	15,060	3,869	18,929	38,310	41,602
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	14,371		14,371	14,102	13,151 @
MIAMI REVIEW	5,469	208	5,677	5,712	5,647
MINNEAPOLIS/ST. PAUL CITYBUSINESS	6,684	12,730	19,414	19,506	19,524
MODERN PLASTICS	46,321	8,927	55,248	55,727	55,106
MOTOR	124,279		124,279	125,079	125,478
NATION'S RESTAURANT NEWS	84,194	4,143	88,337	91,108	92,485
NATIONAL HOME CENTER NEWS	3,020	49,325	52,345	51,952	50,214
THE NATIONAL LOCKSMITH	18,092		18,092	18,481	18,497
NATIONAL PETROLEUM NEWS	13,614		13,614	13,780	13,715
NETWORK	28,826	2,209	31,035	30,271	29,477
NEWS 3X/400	30,246		30,246	30,154 ^	(a)
NORTHWESTERN FINANCIAL REVIEW	3,771	890	4,661	4,853	4,676
NURSING 90	456,657	4,513	461,170	456,584	456,915

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 06/30/90	12/31/89
O'DWYER'S P.R. SERVICES REPORT	2,187	2,625	4,812	4,791	4,743 ^
OIL AND GAS INVESTOR	4,549	530	5,079	5,078	5,128
PACIFIC FISHING	9,934		9,934	9,969	9,741
PACIFIC SHIPPER MAGAZINE	7,488		7,488	7,007 ^	7,007
PALM BEACH REVIEW	2,238	112	2,350	2,419	2,510
PETROLEUM ENGINEER INTERNATIONAL	3,372	33,019	36,391	36,394	36,381
PIPELINE & GAS JOURNAL	2,800	21,265	24,065	24,072	24,075
PITTSBURGH BUSINESS TIMES-JOURNAL	10,517		10,517	10,224	9,554
PLASTICS NEWS	10,597	49,446	60,043	58,826	60,158
PLAYTHINGS	11,159	4,447	15,606	15,497	15,077
POWER	14,046	47,955	62,001	61,349	61,491
PROGRESSIVE ARCHITECTURE	74,140		74,140	75,119	74,948
PROVIDENCE BUSINESS NEWS	1,987	13,802	15,789	19,023	20,021
PUBLIC UTILITIES FORTNIGHTLY	6,982		6,982	6,897	7,162
RISK MANAGEMENT	10,823		10,823	10,703	10,384
ROOFING/SIDING/INSULATION	3,006	17,278	20,284	20,484	20,320
RUBBER WORLD	3,683	6,446	10,129	10,154	10,093
SAVINGS INSTITUTIONS	17,026		17,026	18,532	21,770
SCHOOL ARTS	19,981	2,374	22,355	22,304	22,693
SCHOOL BUSINESS AFFAIRS	6,336		6,336	6,544	6,470
SEED WORLD	2,403	2,896	5,299	6,469	6,648
SPACE NEWS	4,361	14,163	18,524	16,453 ^	(a)
SPN-SCREEN PRINTING NETWORK	312	14,659	14,971	14,321 ^	(a)
TOBACCO INTERNATIONAL	1,156	2,195	3,351	2,448	1,876
FOREIGN					
WORLD EXECUTIVE'S DIGEST	52,071	9,650	61,721	60,631	60,900

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 12/31/90

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 06/30/90	12/31/89
U.S.					
THE FARMER	85,507	11,980	97,487	109,596	109,630

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

	THE FARMER
MAINE	
NEW HAMPSHIRE	
VERMONT	
MASSACHUSETTS	
RHODE ISLAND	
CONNECTICUT	
NEW ENGLAND	
NEW YORK	
NEW JERSEY	
PENNSYLVANIA	
MIDDLE ATLANTIC	
OHIO	
INDIANA	
ILLINOIS	
MICHIGAN	
WISCONSIN	
EAST NO. CENTRAL	
MINNESOTA	59,087
IOWA	
MISSOURI	
NORTH DAKOTA	24,229
SOUTH DAKOTA	22,440
NEBRASKA	
KANSAS	
WEST NO. CENTRAL	105,756
DELAWARE	
MARYLAND	
DISTRICT OF COLUMBIA	
VIRGINIA	
WEST VIRGINIA	
NORTH CAROLINA	
SOUTH CAROLINA	
GEORGIA	
FLORIDA	
SOUTH ATLANTIC	
KENTUCKY	
TENNESSEE	
ALABAMA	
MISSISSIPPI	
EAST SO. CENTRAL	
ARKANSAS	
LOUISIANA	
OKLAHOMA	
TEXAS	
WEST SO. CENTRAL	
MONTANA	
IDAHO	
WYOMING	
COLORADO	
NEW MEXICO	
ARIZONA	
UTAH	
NEVADA	
MOUNTAIN	
ALASKA	
WASHINGTON	
OREGON	
CALIFORNIA	
HAWAII	
PACIFIC	
MISCELLANEOUS	
UNCLASSIFIED	1,220
UNITED STATES	106,976
POSSESSIONS & OTHER AREAS	
U. S. & POSSESSIONS, ETC.	106,976
CANADA	105
FOREIGN	2
UNCLASSIFIED	
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	1
GRAND TOTAL	107,084

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Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

United States and Canadian Periodicals

Circulation averages for six months ended June 30, 1991

Magazines,

Business Publications,

Farm Publications

and Religious Publications

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

FAS-FAX for ABC Periodicals is divided into four sections: Magazines, Business Publications, Farm Publications and Religious Publications. Each section is color coded for easy identification and includes separate listings of U.S. and Canadian publications.

As in the case of all data filed with ABC, the figures are subject to confirmation by regularly scheduled audits. If there is a difference of 2% or more between the publisher's figures and the auditor's findings and/or at the publisher's request, then the comparison figures shown in FAS-FAX are adjusted to the auditor's findings. Additional detailed information for each listed publication is contained in its Publisher's Statement and Audit Report.

@ Indicates that the comparison figures have been adjusted to the auditor's findings. (See text above)

* Indicates Data Bank participant.

^ Indicates initial audit/reinstatement of service report figures for the period.

(a) Denotes a time period prior to ABC membership.

(b) Represents change in membership division.

(c) Indicates omission of figures due to group's frequencies, price structures and/or change of participants.

"Publisher's Statement Not Filed By Press Time" indicates that the Publisher's Statement has not been filed prior to the closing date of this issue of FAS-FAX.

The Farm Publications section includes a state or province breakdown for each publication. These breakdowns report the combined paid circulation and qualified non-paid circulation by geographic area. This is followed by a similar breakdown of those demographic editions reported in the Publisher's Statements.

Business Publications reporting on the Optional Paid Circulation (Ivory) Form and Request and Paid Circulation (Gray) Form report an analysis of qualified non-paid circulation to field served.

Religious Publications reporting on the Congregation-Wide Plan are identified with a cross-hatch symbol.

Approximately one week after the mailing of this report, a correction notice (if necessary) will be mailed by ABC. Approximately two weeks after the correction notice, a supplement to this report will be issued. It will list those new filers as well as pertinent updates.

ABC welcomes your comments and suggestions concerning this report.

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FAS-FAX Report - June 30, 1991.

Audit Bureau
of Circulations

Magazines

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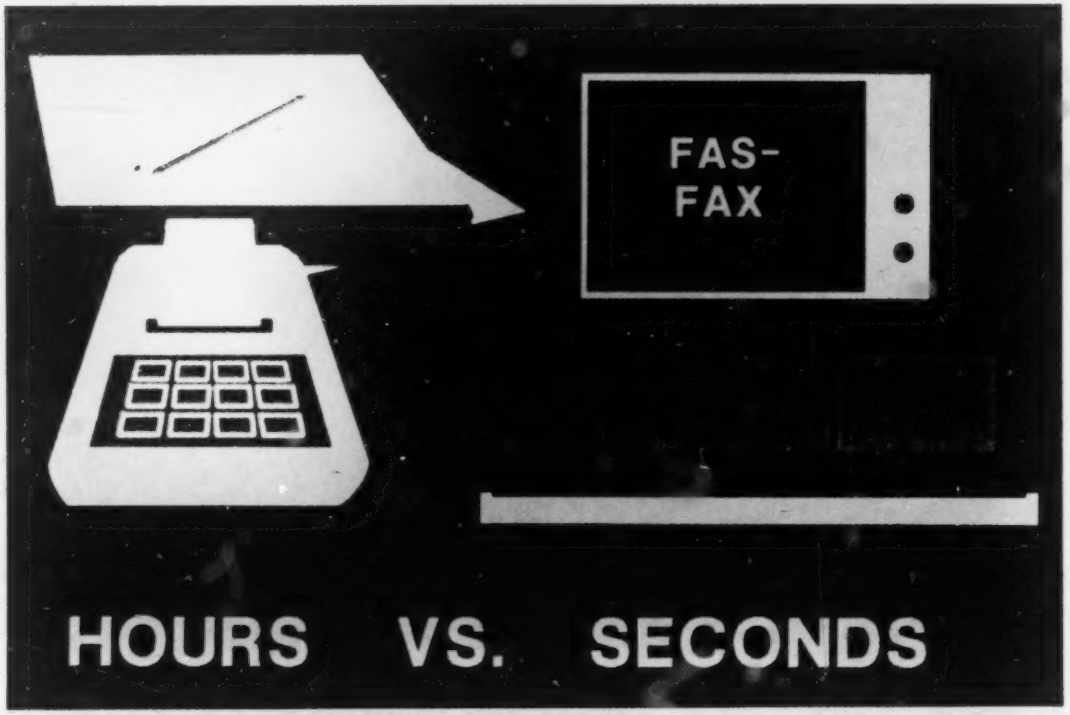
Audit Bureau of Circulations



ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.												
AAA WORLD (None Claimed)	1.00	4	2,630,944		2,630,944	3	2,472,421		2,472,421 ^	6.4		6.4
ADVENTURE ROAD (1,500,000)	0.75	3	1,490,680		1,490,680	3	1,455,170		1,455,170	2.4		2.4
AIR & SPACE/SMITHSONIAN (300,000)	3.50	3	321,451	20,319	341,770	3	299,640	17,118	316,758	7.3	18.7	7.9
*AIR FORCE TIMES (93,000)	2.00	25	81,103	11,225	92,328	26	81,941	13,594	95,535	(1.0)	(17.4)	(3.4)
ALABAMA LIVING (None Claimed)	3.00	6	258,782		258,782	6	249,010		249,010	3.9		3.9
ALASKA, THE MAGAZINE OF LIFE ON THE LAST FRONTIER (260,000)	2.95	6	235,417	18,967	254,384	6	229,576	19,582	249,158	2.5	(3.1)	2.1
AMERICAN ARTIST (None Claimed)	2.25	6	133,020	21,385	154,405	6	147,406	8,619	156,025	(9.8)	148.1	(1.0)
AMERICAN DEMOGRAPHICS (None Claimed)	5.00	6	33,939	1,061	35,000	6	32,957	1,182	34,139	3.0	(10.2)	2.5
AMERICAN FILM			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN HANDGUNNER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
AMERICAN HEALTH-FITNESS OF BODY AND MIND (800,000)	1.95	5	755,594	57,078	812,672	5	833,321	38,449	871,770	(9.3)	48.5	(6.8)
*AMERICAN HERITAGE (285,000)	4.50	4	279,989	8,181	288,170	4	281,887	8,513	290,400	(0.7)	(3.9)	(0.8)
THE AMERICAN HUNTER (None Claimed)	2.00	6	1,205,791		1,205,791	6	1,286,295		1,286,295	(6.3)		(6.3)
THE AMERICAN LAWYER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE AMERICAN LEGION AUXILIARY NATIONAL NEWS (821,696)	N/A	3	863,289		863,289	3	857,400		857,400	0.7		0.7
THE AMERICAN LEGION MAGAZINE (2,850,000)	2.00	6	2,984,389		2,984,389	6	2,858,405		2,858,405	4.4		4.4
AMERICAN MOTORCYCLIST (None Claimed)	1.25	6	165,312		165,312	6	147,814		147,814	11.8		11.8
*AMERICAN PHOTO (250,000)	3.50	3	220,508	44,667	265,175	3	215,235	42,634	257,869	2.5	4.8	2.8
THE AMERICAN RIFLEMAN (None Claimed)	2.00	6	1,329,806		1,329,806	6	1,398,666		1,398,666	(4.9)		(4.9)
AMERICAN RODDER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
AMERICAN SCIENTIST (None Claimed)	4.75	3	108,978	1,113	110,091	3	111,315	1,137	112,452	(2.1)	(2.1)	(2.1)
THE AMERICAN SPECTATOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
AMERICANA (200,000)	2.95	3	172,861	3,460	176,321	3	183,028	3,345	186,373 @	(5.6)	3.4	(5.4)
AMIGAWORLD (None Claimed)	3.95	6	59,312	42,121	101,433	6	51,545	38,614	90,159	15.1	9.1	12.5
THE AOPA PILOT (None Claimed)	2.00	6	295,927		295,927	6	298,029		298,029	(0.7)		(0.7)
ARCHAEOLOGY MAGAZINE (140,000)	4.50	3	136,444	12,145	148,589	3	128,212	13,450	141,662	6.4	(9.7)	4.9
ARCHIE COMIC GROUP	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*ARCHITECTURAL DIGEST (625,000)	5.00	6	512,712	113,015	625,727	6	511,437	120,865	632,302	0.3	(6.5)	(1.0)
ARKANSAS TIMES MAGAZINE (None Claimed)	1.95	6	26,576	3,070	29,646	6	26,294	2,275	28,569	1.1	35.0	3.8
*ARMY TIMES (124,000)	2.00	25	115,008	18,933	133,941	26	106,709	19,656	126,365	7.8	(3.7)	6.0

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 6/30/91					AVERAGES FOR SIX MONTHS ENDED 6/30/90				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*ARMY TIMES, AIR FORCE TIMES, NAVY TIMES, COMBINED STATEMENT (305,000)	2.00	25	273,544	41,869	315,413	26	268,521	43,679	312,200	1.9	(4.1)	1.0
ART & ANTIQUES (150,000)	3.95	5	146,803	6,298	153,101	5	130,537	6,504	137,041	12.5	(3.2)	11.7
ART IN AMERICA (None Claimed)	4.75	6	57,069	12,428	69,497	6	57,065	12,957	70,022		(4.1)	(0.8)
THE ARTIST'S MAGAZINE (None Claimed)	2.50	6	238,311	26,554	264,865	6	220,583	28,119	248,702	8.0	(5.6)	6.5
ARTNEWS (70,000)	4.50	5	62,503	12,508	75,011	5	64,595	11,536	76,131	(3.2)	8.4	(1.5)
ASTRONOMY (160,000)	2.50	6	107,241	47,850	155,091	6	110,105	48,249	158,354	(2.6)	(0.8)	(2.1)
ATLANTA MAGAZINE (80,000)	2.50	6	71,490	9,891	81,381	6	65,245	8,838	74,083	9.6	11.9	9.9
THE ATLANTIC (450,000)	2.95	6	418,619	48,651	467,270	6	419,412	45,458	464,870	(0.2)	7.0	0.5
*AUDIO (None Claimed)	2.75	6	113,175	29,483	142,658	6	109,819	32,416	142,235	3.1	(9.1)	0.3
*AUDUBON (465,000)	4.00	3	463,854	7,100	470,954	3	441,747	6,028	447,775	5.0	17.8	5.2
*AUTOMOBILE MAGAZINE (500,000)	2.95	6	428,053	80,750	508,803	6	325,165	103,250	428,415	31.6	(21.8)	18.8
*AUTOWEEK (265,000)	1.95	25	265,691	2,904	268,595	26	260,965	4,546	265,511	1.8	(36.1)	1.2
*BACKPACKER (190,000)	2.95	4	161,321	53,717	215,038	4	142,705	43,408	186,113	13.1	23.8	15.5
BALTIMORE MAGAZINE (50,000)	1.95	6	40,648	10,967	51,615	6	44,849	9,520	54,369	(9.4)	15.2	(5.1)

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BARRON'S NATIONAL BUSINESS & FINANCIAL WEEKLY (None Claimed)	2.50	25	125,716	109,820	235,536	26	129,017	121,772	250,789	(2.6)	(9.8)	(6.1)
BASEBALL DIGEST (None Claimed)	3.75	6	236,028	18,275	254,303	6	259,171	18,966	278,137	(8.9)	(3.6)	(8.6)
BASSIN' (None Claimed)	2.50	5	158,519	49,667	208,186	5	144,445	33,372	177,817	9.7	48.8	17.1
BASSMASTER MAGAZINE (None Claimed)	2.95	6	518,313	13,034	531,347	6	518,547	14,897	533,444	(0.1)	(12.5)	(0.4)
BEST RECIPES (None Claimed)	2.50	3	141,412	1,095	142,507				(a)			
BEST SELLING HOME PLANS (None Claimed)	3.50	3		79,267	79,267	3		79,753	79,753		(0.6)	(0.6)
*BETTER HOMES AND GARDENS (8,000,000)	1.95	6	7,503,096	500,167	8,003,263	6	7,477,561	525,334	8,002,895	0.3	(4.8)	
BETTER INVESTING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BICYCLE GUIDE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*BICYCLING (350,000)	2.95	5	282,186	104,145	386,331	5	281,537	103,993	385,530	0.2	0.2	0.2
THE BIG BOPPER (None Claimed)	2.95	6	12,415	155,804	168,219	6	10,181	277,958	288,139	21.9	(44.0)	(41.6)
*BLACK ENTERPRISE (230,000)	1.95	6	242,506	14,132	256,638	6	240,410	14,428	254,838	0.9	(2.0)	0.7
THE BLOOD-HORSE (None Claimed)	2.95	26	19,350	912	20,262	26	19,221	813	20,034	0.7	12.2	1.1
*BOATING (None Claimed)	3.50	6	154,697	31,367	186,064	6	147,856	40,700	188,556	4.6	(22.9)	(1.3)
*BON APPETIT (1,200,000)	2.75	6	1,223,781	108,072	1,331,853	6	1,266,859	104,225	1,371,084	(3.4)	3.7	(2.9)
BOP (None Claimed)	2.25	6	23,540	147,616	171,156	6	26,664	337,170	363,834	(11.7)	(56.2)	(53.0)
BOSTON MAGAZINE (124,000)	2.50	6	117,474	18,123	135,597	6	102,871	23,427	126,298	14.2	(22.6)	7.4

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	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
BOWHUNTER (None Claimed)	2.95	3	118,248	53,449	171,697	3	104,454	67,434	171,888	13.2	(20.7)	(0.1)
BOWLING DIGEST (None Claimed)	3.75	3	97,719	5,206	102,925	3	122,782	5,529	128,311	(20.4)	(5.8)	(19.8)
*BOYS' LIFE (1,300,000)	1.75	6	1,410,305		1,410,305	6	1,434,486		1,434,486	(1.7)		(1.7)
*BRIDAL GUIDE (None Claimed)	4.50	3	2,676	225,396	228,072	3	2,358	241,471	243,829 @	13.5	(6.7)	(6.5)
*BRIDE'S (None Claimed)	4.95	3	64,370	304,538	368,908	3	48,272	377,068	425,340	33.3	(19.2)	(13.3)
BUCKMASTERS WHITETAIL MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
BUSINESS WEEK INTERNATIONAL (110,000)	2.50	24	96,881	15,731	112,612	25	93,488	15,497	108,985	3.6	1.5	3.3
*BUSINESS WEEK (NORTH AMERICA) (870,000)	2.50	24	857 .45	39,658	896,803	25	868,433	42,953	911,386	(1.3)	(7.7)	(1.6)
BUSINESS WEEK (WORLD WIDE) (980,000)	2.50	24	954,026	55,389	1,009,415	25	961,921	58,450	1,020,371	(0.8)	(5.2)	(1.1)
BUTTERICK HOME CATALOG (None Claimed)	2.25	2	214,257	79,209	293,466	2	176,593	80,126	256,719	21.3	(1.1)	14.3
BYTE MAGAZINE (None Claimed)	3.50	6	345,434	143,168	488,602	6	336,475	136,004	472,479	2.7	5.3	3.4
CALIFORNIA CITY GROUP (Variable Rate Base)	(c)	6	355,392	61,155	416,547	6	364,814	60,102	424,916	(2.6)	1.8	(2.0)
CALIFORNIA MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CAMERA AND DARKROOM (None Claimed)	3.50	6	22,021	16,834	38,855	6	28,410	14,789	43,199	(22.5)	13.8	(10.1)
CAPE COD LIFE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CAPPER'S (None Claimed)	0.85	13	373,415		373,415	13	383,436		383,436	(2.6)		(2.6)

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*CAR AND DRIVER (950,000)	2.95	6	822,974	181,317	1,004,291	6	707,804	207,700	915,504	16.3	(12.7)	9.7
CAR AUDIO AND ELECTRONICS (110,000)	3.95	6	70,826	54,520	125,346	6	66,390	51,289	117,679 ^	6.7	6.3	6.5
*CAR CRAFT (425,000)	2.75	6	289,985	151,769	441,754	6	273,730	182,555	456,285	5.9	(16.9)	(3.2)
CAREER PILOT (None Claimed)	5.00	6	16,303	38	16,341	6	18,009		18,009 @	(9.5)		(9.3)
CAROLINA COUNTRY (330,000)	N/A	6	334,603		334,603	6	333,309		333,309	0.4		0.4
CARS & PARTS (None Claimed)	2.50	6	71,888	29,717	101,605	6	73,296	29,189	102,485	(1.9)	1.8	(0.9)
CAT FANCY (None Claimed)	2.95	6	231,522	36,017	267,539	6	220,826	34,974	255,800	4.8	3.0	4.6
CATHOLIC DIGEST (600,000)	1.50	6	545,081	44,753	589,834	6	544,061	41,342	585,403 @	0.2	8.3	0.8
CATS MAGAZINE (None Claimed)	2.50	6	115,333	2,496	117,829	6	129,464	2,994	132,458	(10.9)	(16.6)	(11.0)
CD REVIEW (None Claimed)	2.95	6	89,725	25,763	115,488	6	88,905	27,775	116,680	0.9	(7.2)	(1.0)
CHANGES-FOR AND ABOUT ADULT CHILDREN (None Claimed)	3.75	3	22,151	5,224	27,375	3	19,093	4,504	23,597	16.0	16.0	16.0
*CHANGING TIMES, THE KIPLINGER'S PERSONAL FINANCE MAGAZINE (1,000,000)	2.50	6	1,085,413	31,024	1,116,437	6	1,147,372	32,785	1,180,157	(5.4)	(5.4)	(5.4)
CHICAGO (200,000)	2.25	6	177,733	22,627	200,360	6	179,111	21,599	200,710	(0.8)	4.8	(0.2)
THE CHRONICLE OF HIGHER EDUCATION (None Claimed)	2.75	25	89,622		89,622	26	86,595		86,595	3.5		3.5

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THE CHRONICLE OF PHILANTHROPY (None Claimed)	2.75	12	22,970		22,970	13	18,523		18,523	24.0		24.0
THE CHRONICLE OF THE HORSE (None Claimed)	1.50	26	22,839	336	23,175	26	23,276	316	23,592	(1.9)	6.3	(1.8)
CIRCUS MAGAZINE (None Claimed)	3.50	6	36,196	113,889	150,085	6	45,100	171,956	217,056	(19.7)	(33.8)	(30.9)
CLEVELAND MAGAZINE (None Claimed)	1.95	6	32,523	6,777	39,300	6	35,695	6,105	41,800	(8.9)	11.0	(6.0)
COLLECTORS' SHOWCASE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*COLONIAL HOMES (575,000)	3.00	3	422,447	175,413	597,860	3	413,081	167,633	580,714	2.3	4.6	3.0
COLORADO HOMES & LIFESTYLES (None Claimed)	2.50	3	10,870	7,408	18,278	3	11,245	4,805	16,050	(3.3)	54.2	13.9
COLUMBIA JOURNALISM REVIEW (31,000)	3.00	3	29,893	2,225	32,118	3	27,307	2,522	29,829	9.5	(11.8)	7.7
COLUMBUS MONTHLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COMPUTE (275,000)	2.95	6	287,167	41,139	328,306	6	189,864	48,718	238,582	51.3	(15.6)	37.6
COMPUTER LANGUAGE (None Claimed)	3.95	6	51,929	12,312	64,241	6	47,852	14,244	62,096	8.5	(13.6)	3.5
*COMPUTER SHOPPER (325,000)	2.95	6	150,838	194,927	345,765	6	137,540	189,100	326,640	9.7	3.1	5.9
THE CONDE NAST LTD. (4,150,000)	(c)	6	3,373,034	1,617,504	4,990,538	6	3,241,174	1,582,873	4,824,047	4.1	2.2	3.5
THE CONDE NAST PACKAGE OF WOMEN (5,300,000)	(c)	(c)	2,620,954	3,239,715	5,860,669	(c)	2,496,175	3,652,885	6,149,060	5.0	(11.3)	(4.7)
*CONDE NAST TRAVELER (600,000)	2.50	6	686,691	29,525	716,216	6	728,387	28,562	756,949	(5.7)	3.4	(5.4)

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CONNECTICUT MAGAZINE (90,000)	2.50	6	88,725	5,053	93,778	6	80,891	7,310	88,201	9.7	(30.9)	6.3
*CONNOISSEUR (320,000)	3.00	6	314,406	13,871	328,277	6	309,742	15,631	325,373	1.5	(11.3)	0.9
CONSUMERS DIGEST (800,000)	2.50	3	822,161	52,065	874,226	3	799,481	59,160	858,641	2.8	(12.0)	1.8
*COOKING LIGHT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COONHOUND BLOODLINES			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*COSMOPOLITAN (2,500,000)	2.50	6	596,637	2,082,719	2,679,356	6	543,642	2,170,997	2,714,639	9.8	(4.1)	(1.3)
COSMOPOLITAN EN ESPANOL (None Claimed)	2.50	6	13,053	19,575	32,628	6	9,798	19,678	29,476	33.2	(0.5)	10.7
COUNTRY AMERICA to 3/91 (600,000) from 3/91 to 5/91 (650,000) snc 5/91 (700,000)	1.95	5	631,510	62,000	693,510	5	408,368	63,157	471,525 ^	54.6	(1.8)	47.1
COUNTRY FOLK ART MAGAZINE (None Claimed)	4.95	2	34,840	191,655	226,495	2	20,437	127,387	147,824 ^	70.5	50.5	53.2
*COUNTRY HOME (1,000,000)	2.95	3	776,201	274,666	1,050,867	3	746,793	224,333	971,126	3.9	22.4	8.2
COUNTRY JOURNAL (200,000)	2.95	3	187,397	15,936	203,333	3	269,705	19,621	289,326	(30.5)	(18.8)	(29.7)
*COUNTRY LIVING (1,700,000)	2.50	6	1,190,169	568,318	1,758,487	6	1,182,021	564,499	1,746,520	0.7	0.7	0.7
COUNTRY LIVING (OHIO)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COUNTRY MUSIC (525,000)	2.50	3	494,932	19,258	514,190	3	451,454	15,992	467,446	9.6	20.4	10.0
CRAFTS (None Claimed)	2.95	6	275,109	106,600	381,709	6	233,912	118,499	352,411	17.6	(10.0)	8.3
CRAFTS 'N THINGS (None Claimed)	2.25	4	178,285	118,745	297,030	4	197,621	111,504	309,125	(9.8)	6.5	(3.9)

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CREATIVE CLASSROOM (130,000)	N/A	3	190,103		190,103	3	110,208		110,208	72.5		72.5
CRUISE TRAVEL (None Claimed)	3.75	3	151,999	7,185	159,184	3	152,041	7,211	159,252		(0.4)	
CRUISING WORLD (143,000)	2.95	6	121,885	24,298	146,183	6	104,966	30,060	135,026	16.1	(19.2)	8.3
*CYCLE (300,000)	2.25	6	239,110	61,117	300,227	6	267,207	66,216	333,423	(10.5)	(7.7)	(10.0)
*CYCLE WORLD (240,000)	2.25	6	180,654	76,200	256,854	6	177,535	68,800	246,335	1.8	10.8	4.3
D MAGAZINE (DALLAS/FT. WORTH) (104,000)	2.50	6	97,767	11,545	109,312	6	92,867	10,295	103,162	5.3	12.1	6.0
DARKROOM & CREATIVE CAMERA TECHNIQUES (None Claimed)	4.50	3	35,677	7,240	42,917	3	36,961	7,674	44,635	(3.5)	(5.7)	(3.8)
DATA BASED ADVISOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
DECORATING REMODELING (625,000)	1.95	4	460,795	207,643	668,438	4	388,064	229,982	618,046	18.7	(9.7)	8.1
DEER & DEER HUNTING (160,000)	2.95	2	85,006	31,193	116,199	2	93,404	36,171	129,575	(9.0)	(13.8)	(10.3)
DELAWARE TODAY (None Claimed)	2.50	6	21,618	3,386	25,004	6	21,322	3,696	25,018	1.4	(8.4)	(0.1)
DELL PUZZLE MAGAZINE GROUP (None Claimed)	(c)	(c)	166,194	1,411,495	1,577,689	(c)			(c)			
*DETAILS (100,000)	2.00	6	68,961	72,099	141,060	5	56,326	48,559	104,885	22.4	48.5	34.5
*DETROIT MONTHLY (None Claimed)	1.95	6	88,285	5,665	93,950	6	92,142	5,858	98,000	(4.2)	(3.3)	(4.1)
DIABETES SELF-MANAGEMENT (150,000)	3.00	3	150,259		150,259	3	134,351		134,351	11.8		11.8

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
DIRT BIKE (None Claimed)	2.95	6	38,543	75,742	114,285	6	37,293	80,788	118,081	3.3	(6.3)	(3.2)
*DIRT RIDER (150,000)	2.95	6	114,699	46,652	161,351	6	115,016	51,882	166,898	(0.3)	(10.1)	(3.3)
DIRT WHEELS (None Claimed)	2.95	6	19,808	34,370	54,178	6	20,820	41,535	62,355	(4.9)	(17.3)	(13.1)
*DISCOVER (1,100,000)	2.95	6	978,380	146,977	1,125,357	6	909,866	185,366	1,095,232	7.5	(20.7)	2.8
DISCOVERY (1,650,000)	2.00	2	1,661,455		1,661,455	2	1,621,268		1,621,268	2.5		2.5
DOG FANCY (None Claimed)	2.95	6	150,382	30,402	180,784	6	140,314	29,218	169,532	7.2	4	6.6
DOG WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
DR. DOBB'S JOURNAL (None Claimed)	3.50	6	75,788	20,249	96,037	6	66,643	18,745	85,388	13.7	8.0	12.5
DRUMS & DRUMMING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
DUCKS UNLIMITED	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
DUNE BUGGIES AND HOT VW'S (None Claimed)	2.75	6	32,390	68,771	101,161	6	33,930	68,970	102,900	(4.5)	(0.3)	(1.7)
DUPONT REGISTRY (65,000)	4.95	6	11,517	33,437	44,954	6	11,610	35,790	47,400 ^	(0.8)	(6.6)	(5.2)
EARLY AMERICAN LIFE (None Claimed)	2.95	3	157,674	24,755	182,429	3	184,636	19,361	203,997 @	(14.6)	27.9	(10.6)
EASYRIDERS (None Claimed)	3.50	6	92,575	259,284	351,859	6	108,391	213,174	321,565	(14.6)	21.6	9.4
EASYRIDERS PRESENTS BIKER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
EASYRIDERS PRESENTS IN THE WIND	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
EASYRIDERS TATTOO	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*EBONY (1,750,000)	2.00	6	1,563,451	272,588	1,836,039	6	1,593,341	294,254	1,887,595	(1.9)	(7.4)	(2.7)

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	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
THE ECONOMIST (NORTH AMERICAN EDITION) (198,339)	3.00	26	195,431	17,678	213,109	26	166,525	14,996	181,521	17.4	17.9	17.4
EDUCATION WEEK (None Claimed)	N/A	24	50,548		50,548	24	48,063		48,063	5.2		5.2
ELEGANT BRIDE (None Claimed)	4.95	3		164,885	164,885	3	378	124,655	125,033 ^		32.3	31.9
ELEVEN MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
THE ELKS MAGAZINE (None Claimed)	0.50	5	1,434,170		1,434,170	5	1,459,251		1,459,251	(1.7)		(1.7)
*ELLE (825,000)	3.00	6	562,164	373,167	935,331	6	395,924	430,683	826,607	42.0	(13.4)	13.1
EM: EBONY MAN (None Claimed)	2.00	6	205,913	65,750	271,663	6	170,337	63,295	233,632	20.9	3.9	16.3
*ENDLESS VACATION (790,000)	N/A	4	811,256		811,256	4	743,181		743,181	9.2		9.2
ENTREPRENEUR MAGAZINE (340,000)	3.00	6	250,277	92,170	342,447	6	227,673	104,497	332,170	9.9	(11.8)	3.1
EQUUS (None Claimed)	3.00	6	115,428	10,801	126,229	6	107,730	8,524	116,254	7.2	26.7	8.6
*ESQUIRE (700,000)	2.50	6	614,100	114,706	728,806	6	617,122	122,534	739,656	(0.5)	(6.4)	(1.5)
*ESSENCE (850,000)	2.00	6	655,575	197,722	853,297	6	617,034	233,064	850,098	6.3	(15.2)	0.4
EUROPE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*EUROPEAN TRAVEL & LIFE (410,000)	2.95	5	335,969	38,515	374,484	5	323,919	48,727	372,646	3.7	(21.0)	0.5
EXERCISE FOR MEN ONLY (None Claimed)	3.95	3	10,088	124,787	134,875	4	10,013	122,565	132,578	0.8	1.8	1.7
*FAMILY CIRCLE (5,000,000)	1.25	9	2,449,355	2,702,179	5,151,534	9	1,912,308	3,246,839	5,159,147	28.1	(16.8)	(0.2)
*THE FAMILY HANDYMAN (1,000,000)	2.25	6	1,081,823	68,839	1,150,662	6	1,267,775	68,160	1,335,935	(14.7)	1.0	(13.9)

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*FEDERAL TIMES (None Claimed)	1.50	25	29,452	1,397	30,849	26	32,097	1,267	33,364	(8.2)	10.3	(7.5)
*FIELD & STREAM (2,000,000)	1.95	6	1,920,607	82,434	2,003,041	6	1,920,298	85,955	2,006,253		(4.1)	(0.2)
FINANCIAL WORLD (500,000)	3.00	13	505,223	3,693	508,916	13	496,225	4,230	500,455	1.8	(12.7)	1.7
FINE HOMEBUILDING (243,000)	4.95	3	182,525	53,097	235,622	3	190,153	53,008	243,161	(4.0)	0.2	(3.1)
FIREHOUSE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FIRST FOR WOMEN (2,500,000)	1.50	6		2,393,722	2,393,722	6		2,765,003	2,765,003		(13.4)	(13.4)
FISHING & HUNTING NEWS (None Claimed)	1.95	13	109,195	12,419	121,614	20	120,764	9,656	130,420	(9.6)	28.6	(6.8)
FISHING FACTS (None Claimed)	2.50	5	72,047	48,794	120,841	6	56,039	60,368	116,407	28.6	(19.2)	3.8
FISHING WORLD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FLORIDA HOME & GARDEN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FLORIDA SPORTSMAN (None Claimed)	2.50	6	69,105	34,833	103,938	6	69,518	34,699	104,217	(0.6)	0.4	(0.3)
FLOWER AND GARDEN (550,000)	2.95	3	520,459	48,127	568,586	3	577,802	13,816	591,618	(9.9)	248.3	(3.9)
FLY FISHERMAN (130,000)	3.50	3	101,242	32,779	134,021	3	100,302	29,844	130,146	0.9	9.8	3.0
*FLYING (None Claimed)	2.95	6	264,206	57,833	322,039	6	256,051	65,750	321,801	3.2	(12.0)	0.1
FLYING MODELS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*FOOD & WINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FOOTBALL DIGEST (None Claimed)	3.75	5	177,983	9,558	187,541	5	170,654	8,339	178,993	4.3	14.6	4.8
*FORBES (735,000)	4.00	13	705,720	32,048	737,768	13	706,018	35,616	741,634		(10.0)	(0.5)
FOREIGN AFFAIRS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FORTUNE (INTERNATIONAL) (115,000)		12	109,526	11,472	120,998	13	105,345	11,973	117,318	4.0	(4.2)	3.1

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*FORTUNE (NORTH AMERICA) (665,000)	3.95	12	649,883	31,967	681,850	13	640,704	36,338	677,042	1.4	(12.0)	0.7
FORTUNE (WORLDWIDE) (780,000)		12	759,409	43,439	802,848	13	746,049	48,311	794,360	1.8	(10.1)	1.1
*4 WHEEL (335,000)	2.95	6	217,453	110,209	327,662	6	216,327	140,880	357,207	0.5	(21.8)	(8.3)
*FOUR WHEELER (350,000)	2.95	6	189,167	136,929	326,096	6	204,234	151,232	355,466	(7.4)	(9.5)	(8.3)
FREQUENT FLYER MAGAZINE - PART II OF THE POCKET FLIGHT GUIDES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FULL CRY (None Claimed)	1.50	6	25,548	206	25,754	6	28,666	217	28,883	(10.9)	(5.1)	(10.8)
FUR-FISH-GAME (None Claimed)	1.95	6	85,705	24,261	109,966	6	111,760	23,285	135,045	(23.3)	4.2	(18.6)
GAME & FISH MAGAZINE (None Claimed)	2.50	6	296,066	106,179	402,245	6	237,738	138,393	376,131	24.5	(23.3)	6.9
GARBAGE, THE PRACTICAL JOURNAL FOR THE ENVIRONMENT (125,000)	3.95	6	80,254	20,059	100,313	3	69,224	18,888	88,112 ^	15.9	6.2	13.9
*GLAMOUR (2,000,000)	2.50	6	930,658	1,081,647	2,012,305	6	911,676	1,299,262	2,210,938	2.1	(16.8)	(9.0)
*GLOBE (1,300,000)	0.85	26	51,426	1,248,953	1,300,379	26	54,861	1,260,247	1,315,108	(6.3)	(0.9)	(1.1)
*GOLF DIGEST to 02/01/91 (1,350,000) since 02/01/91 (1,400,000)	2.95	6	1,253,319	154,736	1,408,055	6	1,211,461	145,626	1,357,087	3.5	6.3	3.8
*GOLF ILLUSTRATED (500,000)	2.50	5	484,776	35,118	519,894	5	431,970	34,839	466,809	12.2	0.8	11.4
*GOLF MAGAZINE (1,100,000)	2.95	6	999,525	127,213	1,126,738	6	933,034	126,320	1,059,354	7.1	0.7	6.4

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GOLF WORLD MAGAZINE (128,000)	1.95	25	142,249	516	142,765	25	118,074		118,074	20.5		20.9
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									
*GOOD HOUSEKEEPING (5,000,000)	1.95	6	3,771,318	1,256,833	5,028,151	6	3,720,004	1,385,090	5,105,094	1.4	(9.3)	(1.5)
*GOURMET (750,000)	2.50	6	786,409	108,847	895,256	6	703,836	100,910	804,746	11.7	7.9	11.3
*GQ-GENTLEMEN'S QUARTERLY (550,000)	3.00	6	313,577	387,067	700,644	6	300,187	373,221	673,408	4.5	3.7	4.0
GRAND RAPIDS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*GRIT (None Claimed)	0.75	26	355,756	7,097	362,853	25	421,184	30,404	451,588	(15.5)	(76.7)	(19.6)
GUITAR FOR THE PRACTICING MUSICIAN (None Claimed)	3.50	6	55,023	122,218	177,241	6	58,491	119,060	177,551	(5.9)	2.7	(0.2)
GUITAR PLAYER			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
GUN DOG (None Claimed)	3.50	3	57,267	338	57,605	3	55,484	295	55,779	3.2	14.6	3.3
*GUNS & AMMO (550,000)	2.95	6	435,164	156,057	591,221	6	453,057	179,727	632,784	(4.0)	(13.2)	(6.6)
GUNS MAGAZINE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HADASSAH MAGAZINE (None Claimed)	2.00	5	319,393		319,393	5	318,694		318,694	0.2		0.2
*HARPER'S BAZAAR (700,000)	2.50	6	490,450	224,620	715,070	6	452,071	252,965	705,036	8.5	(11.2)	1.4
*HARPER'S MAGAZINE (190,000)	2.95	6	169,116	34,064	203,180	6	167,074	34,680	201,754	1.2	(1.8)	0.7
HARROWSMITH COUNTRY LIFE (None Claimed)	2.95	3	219,104	18,753	237,857	3	185,768	17,013	202,781	17.9	10.2	17.3
HARVARD BUSINESS REVIEW (200,000)	13.50	3	207,093	5,483	212,576	3	200,721	5,043	205,764	3.2	8.7	3.3
HAWAII (None Claimed)	2.95	3	50,645	6,266	56,911	3	51,695	4,753	56,448	(2.0)	31.8	0.8

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	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*HEALTH (800,000)	2.95	5	808,879	1,185	810,064	6	840,089	1,217	841,306	(3.7)	(2.6)	(3.7)
HEARST COMBO POWER (Variable Rate Base)	(c)	6	6,946,956	1,923,061	8,870,017	(c)			(c)			
HEARST HOME DELIVERY (Variable Rate Base)	(c)	(c)	3,006,072	1,188,842	4,194,914	(c)	2,300,993	962,285	3,263,278	30.6	23.5	28.5
HEARST MAN POWER (Variable Rate Base)	(c)	6	2,417,846	457,667	2,875,513	6	2,415,976	470,708	2,886,684	0.1	(2.8)	(0.4)
HEARST WOMAN POWER (Variable Rate Base)	(c)	6	9,844,705	5,015,060	14,859,765	6	9,109,878	5,112,184	14,222,062	8.1	(1.9)	4.5
HEMMINGS MOTOR NEWS (None Claimed)	4.95	6	238,502	48,320	286,822				(a)			
*HG-HOUSE & GARDEN (500,000)	4.00	6	545,485	83,075	628,560	6	536,915	83,005	619,920	1.6	0.1	1.4
HISTORIC PRESERVATION (170,000)	2.50	3	220,891		220,891	3	216,272	3,968	220,240	2.1		0.3
*HOME (925,000)	1.95	6	839,428	107,167	946,595	6	806,272	119,333	925,605	4.1	(10.2)	2.3
HOME & AWAY (None Claimed)	1.00	3	1,893,327		1,893,327	3	1,882,064		1,882,064	0.6		0.6
*HOME MECHANIX to 02/01/91 (1,200,000) since 02/01/91 (1,100,000)	1.95	5	1,114,838	21,581	1,136,419	6	1,159,103	45,110	1,204,213	(3.8)	(52.2)	(5.6)
*HOME OFFICE COMPUTING (350,000)	2.95	6	326,525	23,713	350,238	6	344,801	30,367	375,168	(5.3)	(21.9)	(6.7)
*HOMEOWNER (775,000)	1.95	5	773,500	14,732	788,232	5	756,218	22,101	778,319	2.3	(33.3)	1.3
HONOLULU (45,000)	2.00	6	63,971	1,990	65,961	6	69,159	2,212	71,371	(7.5)	(10.0)	(7.6)
HORSE & RIDER (None Claimed)	2.50	6	119,004	18,234	137,238	6	80,543	19,044	99,587	47.8	(4.3)	37.8
HORSE ILLUSTRATED (None Claimed)	2.50	6	105,199	22,322	127,521	6	92,161	21,943	114,104	14.1	1.7	11.8

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HORSEPLAY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
HORTICULTURE, THE MAGAZINE OF AMERICAN GARDENING (260,000)	2.50	6	246,163	14,058	260,221	6	224,941	12,878	237,819	9.4	9.2	9.4
*HOT ROD (875,000)	2.95	6	672,848	217,811	890,659	6	643,722	260,934	904,656	4.5	(16.5)	(1.5)
HOUNDS & HUNTING (None Claimed)	1.75	6	9,207	8	9,215	6	8,796	8	8,804	4.7		4.7
*HOUSE BEAUTIFUL (950,000)	2.50	6	772,963	228,769	1,001,732	6	705,891	226,486	932,377	9.5	1.0	7.4
HOUSTON METROPOLITAN MAGAZINE (85,000)	1.95	6	79,564	5,451	85,015	6	80,300	5,769	86,069	(0.9)	(5.5)	(1.2)
HUDSON VALLEY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
I LOVE CATS (None Claimed)	3.50	3	149,299	5,198	154,497	3	180,655		180,655	(17.4)		(14.5)
ILLINOIS RURAL ELECTRIC NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
IN HEALTH to 03/01/91 (525,000) since 03/01/91 (675,000)	3.00	3	626,356	19,888	646,244	3	458,883	21,337	480,220	36.5	(6.8)	34.6
	PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2											
THE IN-FISHERMAN (None Claimed)	2.95	4	218,413	97,021	315,434	4	216,240	120,104	336,344	1.0	(19.2)	(6.2)
*INC. (640,000)	3.00	6	601,599	38,660	640,259	6	603,729	36,613	640,342	(0.3)	5.6	
INCIDER A+ (None Claimed)	3.95	6	97,906	14,906	112,812	6	133,484	19,658	153,142	(26.6)	(24.2)	(26.3)
INDIANAPOLIS MONTHLY (48,000)	2.25	6	39,450	6,031	45,481	6	43,084	7,156	50,240	(8.4)	(15.7)	(9.5)
*INSIDE SPORTS (675,000)	2.95	6	490,966	201,338	692,304	6	449,203	213,540	662,743	9.3	(5.7)	4.5
INSIGHT (500,000)	2.00	24	436,694	2,993	439,687	25	463,087		463,087	(5.7)		(5.1)
	PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2											

ANALYZED PAID CIRCULATION
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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
INSTRUCTOR MAGAZINE (None Claimed)	3.00	6	286,275		286,275	5	278,148		278,148	2.9		2.9
INTERVIEW (None Claimed)	2.95	6	82,886	53,506	136,392	6	75,991	61,161	137,152	9.1	(12.5)	(0.6)
ISLANDS (150,000)	3.95	3	131,446	30,877	162,323	3	128,640	30,341	158,981	2.2	1.8	2.1
*JET (850,000)	1.25	25	830,794	140,958	971,752	25	771,376	160,093	931,469	7.7	(11.9)	4.3
JUNIOR LEAGUE REVIEW (186,948)	N/A	1	189,214		189,214	1	186,948		186,948	1.2		1.2
KENTUCKY LIVING (370,000)	1.50	6	361,970	84	362,054	6	347,111		347,111	4.3		4.3
KEYBOARD	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
KID CITY MAGAZINE (275,000)	N/A	5	334,303		334,303	5	327,846		327,846	2.0		2.0
KITPLANES (None Claimed)	3.50	6	38,349	22,565	60,914	6	34,271	23,641	57,912 ^	11.9	(4.6)	5.2
KIWANIS (None Claimed)	0.75	5	282,741		282,741	5	282,674		282,674			
KNAPP SIGNATURE COLLECTION (Variable Rate Base)	(c)	6	1,736,493	221,087	1,957,580				(c)			
L.A. STYLE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*LADIES' HOME JOURNAL (5,000,000)	1.95	6	4,154,019	848,881	5,002,900	6	4,113,036	909,378	5,022,414	1.0	(6.7)	(0.4)
LADY'S CIRCLE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
LAKELAND BOATING (None Claimed)	2.95	6	37,065	3,094	40,159	6	37,499	4,478	41,977	(1.2)	(30.9)	(4.3)
LANG COMMUNICATIONS GROUP	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*LEAR'S (450,000)	3.00	6	419,654	50,783	470,437	6	406,797	46,297	453,094	3.2	9.7	3.8

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LEARNING 91 (None Claimed)	3.00	5	289,333		289,333	5	295,580		295,580	(2.1)		(2.1)
*LIFE (1,700,000)	2.95	7	1,364,459	546,061	1,910,520	7	1,221,585	491,989	1,713,574	11.7	11.0	11.5
*LONGEVITY (300,000)	2.95	6	275,500	55,665	331,165	6	212,000	71,060	283,060	30.0	(21.7)	17.0
LOS ANGELES MAGAZINE (172,000)	2.50	6	125,919	46,241	172,160	6	126,622	45,501	172,123	(0.6)	1.6	
LOUISVILLE MAGAZINE (None Claimed)	1.95	12	23,613	1,914	25,527	6	23,730	1,986	25,716	(0.5)	(3.6)	(0.7)
LOWRIDER MAGAZINE (155,000)	3.50	5	4,769	93,734	98,503	5	3,017	111,469	114,486	58.1	(15.9)	(14.0)
*M INC. THE CIVILIZED MAN (200,000)	3.00	6	180,497	25,366	205,863	6	128,298	37,343	165,641	40.7	(32.1)	24.3
*MACFADDEN WOMEN'S GROUP (1,300,000)	1.49	6	588,507	623,098	1,211,605	6	817,187	654,078	1,471,265	(28.0)	(4.7)	(17.6)
*MACUSER (315,000)	2.95	6	269,285	66,498	335,783	6	248,522	57,539	306,061	8.4	15.6	9.7
*MADEMOISELLE (1,100,000)	2.50	6	537,876	564,671	1,102,547	6	478,092	641,050	1,119,142	12.5	(11.9)	(1.5)
THE MAGAZINE ANTIQUES (None Claimed)	5.00	6	56,770	5,037	61,807	6	61,338	5,679	67,017	(7.4)	(11.3)	(7.8)
MARVEL COMICS GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MATURE OUTLOOK			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*MCCALL'S (5,000,000)	1.75	6	4,512,072	497,286	5,009,358	6	4,620,529	390,944	5,011,473	(2.3)	27.2	
MCCALL'S NEEDLEWORK & CRAFTS (None Claimed)	2.95	3	323,764	50,200	373,964	3	441,078	69,937	511,015	(26.6)	(28.2)	(26.8)
MEMPHIS MAGAZINE (None Claimed)	1.95	6	18,867	2,406	21,273	6	19,445	2,472	21,917	(3.0)	(2.7)	(2.9)
MEN'S FITNESS (None Claimed)	2.95	6	63,220	120,307	183,527	6	56,873	138,227	195,100	11.2	(13.0)	(5.9)

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MEN'S HEALTH (350,000)	2.95	3	291,349	102,538	393,887	2	150,602	93,208	243,810 ^	93.5	10.0	61.5
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									
METAL EDGE to 06/01/91 (None Claimed) since 06/01/91 (175,000)	2.50	6		152,682	152,682	6		180,746	180,746		(15.5)	(15.5)
*METROPOLITAN HOME (700,000)	3.00	6	597,476	68,166	665,642	6	617,069	83,946	701,015	(3.2)	(18.8)	(5.1)
MICHIGAN COUNTRY LINES (160,000)	N/A	3	163,874		163,874	3	160,471		160,471	2.1		2.1
MICHIGAN LIVING			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
MID-ATLANTIC COUNTRY (None Claimed)	1.95	6	116,065	3,340	119,405	6	109,883	2,621	112,504	5.6	27.4	6.1
*MIDWEST LIVING (650,000)	2.95	3	608,361	80,667	689,028	3	536,760	69,000	605,760	13.3	16.9	13.8
MIDWEST OUTDOORS (None Claimed)	1.25	6	21,957	22,432	44,389	6	19,564	21,092	40,656	12.2	6.3	9.2
MILWAUKEE MAGAZINE (None Claimed)	1.95	6	25,870	8,275	34,145	6	31,286	6,146	37,432 @	(17.3)	34.6	(8.8)
MINNESOTA MONTHLY (75,000)	1.95	6	73,185	1,630	74,815	6	65,741	1,810	67,551	11.3	(9.9)	10.8
MIRABELLA to 03/01/91 (350,000) since 03/01/91 (400,000)	2.95	6	277,034	150,165	427,199	6	192,296	161,377	353,673 ^	44.1	(6.9)	20.8
MODEL RAILROADER (None Claimed)	2.95	6	141,309	73,624	214,933	6	134,830	71,613	206,443	4.8	2.8	4.1
*MODERN BRIDE (None Claimed)	5.00	3	47,761	312,517	360,278	3	24,578	273,284	297,862 @	94.3	14.4	21.0
*MODERN MATURITY to 02/01/91 (22,400,000) since 02/01/91 (22,450,000)	N/A	3	22,450,000		22,450,000	3	22,443,464		22,443,464			
*MONEY (1,800,000)	2.95	6	1,591,282	264,144	1,855,426	6	1,659,948	299,280	1,959,228	(4.1)	(11.7)	(5.3)
MOTHER EARTH NEWS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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MOTHER JONES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
MOTOCROSS ACTION MAGAZINE (None Claimed)	2.95	6	25,714	64,381	90,095	6	23,532	67,202	90,734	9.3	(4.2)	(0.7)
*MOTOR BOATING & SAILING (None Claimed)	3.00	6	114,988	20,513	135,501	6	107,989	27,067	135,056	6.5	(24.2)	0.3
*MOTOR TREND (850,000)	2.95	6	717,490	169,985	887,475	6	638,867	203,969	842,836	12.3	(16.7)	5.3
*MOTORCYCLIST (200,000)	2.75	6	150,843	81,637	232,480	6	128,121	94,386	222,507	17.7	(13.5)	4.5
MOTORHOME (None Claimed)	2.95	6	137,373	13,635	151,008	6	140,548	15,403	155,951	(2.3)	(11.5)	(3.2)
MOTORLAND	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
MOUNTAIN BIKE ACTION (None Claimed)	2.95	6	18,673	57,435	76,108	6	12,401	38,990	51,391	50.6	47.3	48.1
MPLS. ST. PAUL MAGAZINE (62,000)	2.50	6	45,648	14,361	60,009	6	46,967	16,631	63,598	(2.8)	(13.6)	(5.6)
MUSCLE & FITNESS (None Claimed)	3.95	6	135,796	484,287	620,083	6	125,288	497,664	622,952	8.4	(2.7)	(0.5)
MUSICIAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*MUSTANG (None Claimed)	3.50	3	50,268	69,114	119,382	3	54,500	75,914	130,414	(7.8)	(9.0)	(8.5)
THE NATION (85,000)	1.75	24	93,919	3,216	97,135	25	89,380	2,234	91,614	5.1	44.0	6.0
*NATION'S BUSINESS (850,000)	2.50	6	857,280	2,649	859,929	6	855,624	2,445	858,069	0.2	8.3	0.2
*NATIONAL ENQUIRER (4,000,000)	0.95	26	376,116	3,329,914	3,706,030	26	398,050	3,621,137	4,019,187	(5.5)	(8.0)	(7.8)
*NATIONAL EXAMINER (850,000)	0.85	26	19,794	810,380	830,174	26	18,629	873,867	892,496	6.3	(7.3)	(7.0)
NATIONAL FISHERMAN (None Claimed)	2.50	7	36,079	7,930	44,009	7	40,449	9,569	50,018	(10.8)	(17.1)	(12.0)
NATIONAL GARDENING MAGAZINE (200,000)	2.50	3	199,643	4,483	204,126				(a)			

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*NATIONAL GEOGRAPHIC MAGAZINE (9,472,000)	2.65	6	9,830,290	91,189	9,921,479	6	10,102,385	80,526	10,182,911	(2.7)	13.2	(2.6)
NATIONAL LAMPOON	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
THE NATIONAL LAW JOURNAL (None Claimed)	2.00	24	40,452	187	40,639	25	39,984	160	40,144	1.2	16.9	1.2
NATIONAL PARKS to 03/01/91 (100,000) since 03/01/91 (200,000)	2.50	3	280,907	740	281,647				(a)			
NATIONAL REVIEW (150,000)	2.95	11	149,563	6,068	155,631	12	138,920	6,563	145,483	7.7	(7.5)	7.0
*NATURAL HISTORY (510,000)	2.50	6	509,477	5,620	515,097	6	511,857	6,712	518,569	(0.5)	(16.3)	(0.7)
*NAVY TIMES (88,000)	2.00	25	77,433	11,711	89,144	26	79,871	10,429	90,300	(3.0)	12.3	(1.3)
NEA TODAY (1,900,000)	N/A	4	1,980,823		1,980,823	4	1,915,891		1,915,891	3.4		3.4
NEW AGE JOURNAL	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE											
*NEW CHOICES FOR THE BEST YEARS (575,000)	3.00	6	575,363		575,363	6	593,196	1,611	594,807	(3.0)		(3.3)
NEW HAMPSHIRE PROFILES	UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE											
NEW JERSEY LAWYER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
NEW JERSEY MONTHLY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
NEW MEXICO MAGAZINE (110,000)	2.75	6	115,617	5,630	121,247	6	106,009	5,013	111,022	9.1	12.3	9.2
THE NEW REPUBLIC (None Claimed)	2.95	24	89,187	4,873	94,060	25	92,300	5,212	97,512	(3.4)	(6.5)	(3.5)
*NEW WOMAN (1,300,000)	2.50	6	736,468	600,171	1,336,639	6	729,354	624,019	1,353,373	1.0	(3.8)	(1.2)
*NEW YORK MAGAZINE (415,000)	2.50	25	392,770	32,326	425,096	26	399,514	37,898	437,412	(1.7)	(14.7)	(2.8)

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NEW YORK SPORTSMAN (None Claimed)	2.95	4	35,669	4,750	40,419	4	26,231	5,196	31,427	36.0	(8.6)	28.6
NEW YORK WOMAN (90,000)	2.50	5	78,458	12,028	90,486	5	76,746	13,560	90,306	2.2	(11.3)	0.2
*THE NEW YORKER (600,000)	1.75	25	591,120	24,140	615,260	26	598,245	24,984	623,229	(1.2)	(3.4)	(1.3)
*NEWSWEEK (3,100,000)	2.50	25	3,198,073	222,094	3,420,167	26	3,050,064	177,458	3,227,522	4.8	25.1	6.0
NEWSWEEK INTERNATIONAL (ASIA EDITION) (215,000)		25	166,980	67,609	234,589	26	155,623	59,007	214,630	7.3	14.6	9.3
NEWSWEEK INTERNATIONAL (ATLANTIC EDITION) to 01/21/91 (300,000) since 01/21/91 (320,000)		25	233,983	119,742	353,725	26	231,861	96,539	328,400	0.9	24.0	7.7
NEWSWEEK INTERNATIONAL (LATIN AMERICAN EDITION) (60,000)		25	46,103	20,088	66,191	26	44,195	17,063	61,258	4.3	17.7	8.1
NORTH AMERICAN FISHERMAN			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NORTH AMERICAN HUNTER (240,000)		3	257,005		257,005	3	226,273		226,273	13.6		13.6
NORTH AMERICAN WHITETAIL (None Claimed)	2.50	2	65,023	60,647	125,670	2	61,211	64,159	125,370	6.2	(5.5)	0.2
NORTH SHORE (45,000)	1.95	6	37,583	2,589	40,172	6	31,570	3,000	34,570	19.0	(13.7)	16.2
NRTA/AARP BULLETIN (22,150,000)	N/A	6	22,174,021		22,174,021	6	22,105,308		22,105,308	0.3		0.3
OFF-ROAD (None Claimed)	2.75	6	40,477	52,144	92,621	6	29,845	57,329	87,174	35.6	(9.0)	6.3
OHIO MAGAZINE (None Claimed)	2.00	6	87,311	2,777	90,088	6	99,250	3,181	102,431	(12.0)	(12.7)	(12.1)

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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 6/30/91 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 6/30/90 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
OLD HOUSE JOURNAL (130,000)	3.95	6	110,803	17,101	127,904	3	117,834	16,244	134,078 ^	(6.0)	5.3	(4.6)
*OMNI (750,000)	3.50	6	604,750	149,750	754,500	6	700,000	225,114	925,114	(13.6)	(33.5)	(18.4)
*1,001 HOME IDEAS (1,650,000)	1.95	6	1,637,514	37,729	1,675,243	6	1,596,204	56,813	1,653,017	2.6	(33.6)	1.3
OPEN WHEEL (50,000)	2.95	6	34,033	20,130	54,163	6	36,142	21,550	57,692	(5.8)	(6.6)	(6.1)
OPERA NEWS (120,000)	2.50	8	118,946	2,234	121,180	8	118,373	2,068	120,441	0.5	8.0	0.6
ORANGE COAST MAGAZINE (None Claimed)	2.95	6	18,648	4,392	23,040	6	20,261	5,021	25,282	(8.0)	(12.5)	(8.9)
*ORGANIC GARDENING (800,000)	2.75	5	981,760	13,505	995,265	5	1,020,688	14,326	1,035,014	(3.8)	(5.7)	(3.8)
*OUTDOOR LIFE (1,500,000)	1.95	6	1,418,399	85,292	1,503,691	6	1,412,761	94,183	1,506,944	0.4	(9.4)	(0.2)
OUTDOOR PHOTOGRAPHER (None Claimed)	2.95	5	143,474	33,551	177,025	5	129,824	37,192	167,016	10.5	(9.8)	6.0
*OUTSIDE to 03/01/91 (325,000) since 03/01/91 (350,000)	2.95	6	281,634	64,008	345,642	6	255,080	70,040	325,120	10.4	(8.5)	6.3
*PACIFIC NORTHWEST (None Claimed)	2.95	6	85,791	8,414	94,205	6	69,735	9,560	79,295	23.0	(12.0)	18.8
PALM BEACH LIFE (None Claimed)	3.50	6	12,900	2,416	15,316	6	13,653	3,876	17,529	(5.5)	(37.7)	(12.6)
PALM SPRINGS LIFE (None Claimed)	3.95	6	16,208	6,230	22,438	6	16,769	7,356	24,125	(3.3)	(15.3)	(7.0)
*PARENTING MAGAZINE (630,000)	2.50	5	584,827	46,419	631,246	5	507,632	60,583	568,215	15.2	(23.4)	11.1
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									
*PARENTS MAGAZINE (1,725,000)	1.95	6	1,582,579	155,205	1,737,784	6	1,603,464	148,375	1,751,839	(1.3)	4.6	(0.8)
*PC MAGAZINE (750,000)	2.95	12	680,608	129,780	810,388	12	633,037	130,361	763,398	7.5	(0.4)	6.2

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ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PC SOURCES to 05/01/91 (100,000) since 05/01/91 (140,000)	1.95	6	63,558	79,508	143,066				(a)			
*PC/COMPUTING (500,000)	2.95	6	618,909	83,940	702,849	6	439,613	66,877	506,490	40.8	25.5	38.8
PENN LINES (None Claimed)	N/A	6	151,988		151,988	6	148,062		148,062	2.7		2.7
THE PENNSYLVANIA SPORTSMAN (None Claimed)	2.95	4	59,096	7,105	66,201	4	54,794	8,114	62,908	7.8	(12.4)	5.2
*PENTHOUSE (2,000,000)	4.95	6	302,667	1,199,154	1,501,821	6	311,013	1,363,410	1,674,423 @	(2.7)	(12.1)	(10.3)
*PEOPLE WEEKLY (3,150,000)	1.95	26	1,625,896	1,609,224	3,235,120	25	1,485,624	1,690,542	3,176,166	9.4	(4.8)	1.9
PERFORMANCE HORSEMAN (39,000)	2.95	6	29,790	6,085	35,875	6	27,448	4,812	32,260	8.5	26.5	11.2
*PETERSEN'S CIRCLE TRACK (115,000)	3.50	6	87,646	38,391	126,037	6	79,469	38,060	117,529	10.3	0.9	7.2
*PETERSEN'S HANDGUNS (125,000)	2.95	6	72,001	75,927	147,928	6	32,159	90,343	122,502	123.9	(16.0)	20.8
*PETERSEN'S HUNTING (325,000)	2.95	6	297,962	47,618	345,580	6	280,798	55,237	336,035	6.1	(13.8)	2.8
*PETERSEN'S PHOTOGRAPHIC (200,000)	2.95	6	170,347	45,286	215,633	6	207,205	49,466	256,671	(17.8)	(8.4)	(16.0)
PHILADELPHIA MAGAZINE (140,000)	2.50	6	119,536	23,367	142,903	6	118,473	26,080	144,553	0.9	(10.4)	(1.1)
PHOENIX HOME & GARDEN (None Claimed)	2.50	6	33,353	3,715	37,068	6	32,932	4,430	37,362	1.3	(16.1)	(0.8)
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									
PILLSBURY CLASSIC COOKBOOKS (450,000)	2.50	6	66,577	415,231	481,808	6	43,555	396,973	440,528	52.9	4.6	9.4
PITTSBURGH MAGAZINE (65,000)	2.50	6	56,899	5,429	62,328	6	59,639	5,539	65,178	(4.6)	(2.0)	(4.4)

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PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 6/30/91 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 6/30/90 SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
PLANE & PILOT (None Claimed)	2.95	6	101,991	22,517	124,508	6	81,438	22,232	103,670	25.2	1.3	20.1
*PLAYBOY (3,400,000)	3.95	6	2,741,486	757,316	3,498,802	6	2,603,895	832,576	3,436,471	5.3	(9.0)	1.8
POPULAR ELECTRONICS (None Claimed)	2.95	6	48,970	38,854	87,824	6	46,087	39,596	85,683	6.3	(1.9)	2.5
POPULAR HOT RODDING (None Claimed)	2.50	6	89,493	121,062	210,555	6	78,471	143,244	221,715	14.1	(15.5)	(5.0)
*POPULAR MECHANICS (1,600,000)	1.95	6	1,361,081	276,934	1,638,015	6	1,360,710	272,500	1,633,210		1.6	0.3
*POPULAR PHOTOGRAPHY (850,000)	2.50	6	781,888	71,450	853,338	6	924,576	77,150	1,001,726	(15.4)	(7.4)	(14.8)
*POPULAR SCIENCE (1,800,000)	2.00	6	1,621,865	201,167	1,823,032	6	1,603,638	216,833	1,820,471	1.1	(7.2)	0.1
*PRACTICAL HOMEOWNER (750,000)	2.25	5	734,401	16,676	751,077	4	733,363	17,406	750,769	0.1	(4.2)	
PRACTICAL HORSEMAN (61,000)	2.95	6	53,307	6,748	60,055	6	53,969	4,718	58,687	(1.2)	43.0	2.3
*PREMIERE (475,000)	2.50	6	345,963	144,905	490,868	6	292,128	154,779	446,907	18.4	(6.4)	9.8
*PREVENTION (3,000,000)	1.95	6	2,705,478	404,084	3,109,562	6	2,694,772	330,974	3,025,746	0.4	22.1	2.8
PRIVATE CLUBS (155,000)	3.00	3	177,993		177,993	3	168,743		168,743	5.5		5.5
PRIVATE PILOT (None Claimed)	2.95	6	65,324	22,104	87,428	6	71,686	25,560	97,246	(8.9)	(13.5)	(10.1)
PSYCHOLOGY TODAY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PURE-BRED DOGS-AMERICAN KENNEL GAZETTE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THE QUARTER HORSE JOURNAL (None Claimed)	2.75	6	60,294	2,961	63,255	6	65,269	2,940	68,209	(7.6)	0.7	(7.3)

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THE QUARTER RACING JOURNAL (None Claimed)	2.75	6	11,034	186	11,220	6	11,477	222	11,699	(3.9)	(16.2)	(4.1)
RADIO CONTROL CAR ACTION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
RADIO-ELECTRONICS (None Claimed)	2.95	6	123,487	53,201	176,688	6	132,476	60,097	192,573	(6.8)	(11.5)	(8.3)
RAILROAD MODEL CRAFTSMAN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*READER'S DIGEST (16,250,000)	1.97	6	15,393,007	913,000	16,306,007	6	15,488,919	908,000	16,396,919	(0.6)	0.6	(0.6)
REASON (None Claimed)	2.95	6	31,933	1,132	33,065	6	28,921	1,823	30,744 @	10.4	(37.9)	7.6
*REDBOOK (3,800,000)	1.95	6	3,175,638	666,228	3,841,866	6	3,212,140	734,966	3,947,106	(1.1)	(9.4)	(2.7)
RHODE ISLAND MONTHLY (24,000)	1.95	6	25,441	3,622	29,063	6	26,167	3,371	29,538	(2.8)	7.4	(1.6)
RIDER (None Claimed)	1.95	6	93,600	12,432	106,032	6	87,421	11,148	98,569 @	7.1	11.5	7.6
RIGHT ON! GROUP to 06/01/91 (None Claimed) since 06/01/91 (160,000)	2.25	6		131,189	131,189	4		175,386	175,386 ^		(25.2)	(25.2)
RIP (None Claimed)	3.50	6	10,628	77,044	87,672	6	12,282	87,989	100,271	(13.5)	(12.4)	(12.6)
*ROAD & TRACK (725,000)	2.95	6	560,401	174,900	735,301	6	512,732	189,816	702,548	9.3	(7.9)	4.7
THE ROBB REPORT (None Claimed)	6.00	6	20,858	18,354	39,212	6	19,799	23,794	43,593	5.3	(22.9)	(10.1)
*ROLLING STONE (1,200,000)	2.50	13	983,570	223,692	1,207,262	13	920,701	258,373	1,179,074	6.8	(13.4)	2.4
THE ROTARIAN (520,000)	1.00	6	535,992		535,992	6	530,183		530,183	1.1		1.1
*RUNNER'S WORLD (425,000)	2.95	6	373,010	73,592	446,602	6	368,905	69,364	438,269	1.1	6.1	1.9

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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 6/30/91					AVERAGES FOR SIX MONTHS ENDED 6/30/90				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
RURAL ARKANSAS (None Claimed)	3.00	6	247,162		247,162	6	247,050		247,050	0.1		0.1
RURAL LIVING (230,000)	N/A	6	257,956		257,956	6	250,424		250,424	3.0		3.0
SACRAMENTO MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SAIL (None Claimed)	2.50	6	136,807	38,722	175,529	6	118,806	44,196	163,002	15.1	(12.4)	7.7
SAILING WORLD (61,000)	2.50	6	58,275	8,054	66,329	6	46,125	10,902	57,027	26.3	(26.1)	16.3
*SALT WATER SPORTSMAN (140,000)	2.95	6	117,518	24,573	142,091	6	115,839	25,816	141,655	1.5	(4.8)	0.3
SAN DIEGO HOME/GARDEN MAGAZINE (None Claimed)	1.95	6	31,246	2,640	33,886	6	33,174	4,397	37,571	(5.8)	(40.0)	(9.8)
SAN DIEGO MAGAZINE (64,000)	2.00	6	54,357	9,690	64,047	6	57,799	10,489	68,288	(6.0)	(7.6)	(6.2)
SAN FRANCISCO FOCUS (175,000)	2.50	6	175,116	5,223	180,339	6	180,393	4,112	184,505	(2.9)	27.0	(2.3)
*SASSY to 03/01/91 (550,000) since 03/01/91 (650,000)	2.00	6	527,771	103,996	631,767	5	384,774	115,298	500,072	37.2	(9.8)	26.3
SATELLITE ORBIT (350,000)	4.95	6	193,272	170,398	363,670	6	175,233	153,665	328,898	10.3	10.9	10.6
THE SATURDAY EVENING POST (525,000)	2.25	4	429,397	40,675	470,072	4	520,721	49,615	570,336	(17.5)	(18.0)	(17.6)
SCHOLASTIC PRE-K TODAY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SCHOLASTIC TEEN NETWORK (3,000,000)	1.25	(c)	2,591,130		2,591,130	(c)	2,709,232		2,709,232	(4.4)		(4.4)
SCIENCE (150,000)	6.00	26	152,727		152,727	26	153,454		153,454	(0.5)		(0.5)

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SCIENCE NEWS (200,000)	1.00	26	235,358	917	236,275	26	237,304		237,304	(0.8)		(0.4)
THE SCIENCES (70,000)	3.50	3	48,421	11,866	60,287	3	55,131	14,404	69,535	(12.2)	(17.6)	(13.3)
*SCIENTIFIC AMERICAN (600,000)	3.95	6	497,875	131,688	629,563	6	500,801	138,220	639,021	(0.6)	(4.7)	(1.5)
THE SCOTTISH RITE JOURNAL (None Claimed)	N/A	6	511,854		511,854	6	532,106		532,106 ^	(3.8)	(3.7)	(3.8)
*SCOUTING (900,000)	0.60	3	1,000,805		1,000,805	3	975,927		975,927	2.5		2.5
SEATTLE WEEKLY			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
*SELF (1,100,000)	1.95	6	602,161	538,767	1,140,928	6	588,108	585,574	1,173,682	2.4	(8.0)	(2.8)
SESAME STREET MAGAZINE (1,225,000)	1.95	5	1,198,984	1,706	1,200,690	5	1,271,403		1,271,403	(5.7)		(5.6)
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									
*SEVENTEEN (1,750,000)	1.95	6	1,401,521	414,000	1,815,521	6	1,285,717	417,683	1,703,400 @	9.0	(0.9)	6.6
SEW NEWS (None Claimed)	2.95	6	194,791	36,228	231,019	6	184,027	33,544	217,571	5.8	8.0	6.2
*SHAPE MAGAZINE (None Claimed)	2.00	6	253,057	497,598	750,655	6	193,071	533,288	726,359	31.1	(6.7)	3.3
SHOOTING TIMES (None Claimed)	2.95	6	96,637	83,458	180,095	6	91,624	94,688	186,312	5.5	(11.9)	(3.3)
SHUTTERBUG (None Claimed)	2.95	6	50,930	34,082	85,012	6	49,276	30,294	79,570	3.4	12.5	6.8
*SIERRA (518,000)	2.95	3	506,178	11,822	518,000	3	433,557	8,433	441,990	16.8	40.2	17.2
16 MAGAZINE (None Claimed)	2.25	6	10,279	107,085	117,364	6	9,973	216,680	226,653	3.1	(50.6)	(48.2)
*SKI MAGAZINE (440,000)	2.00	4	385,564	56,322	441,886	4	371,395	69,777	441,172	3.8	(19.3)	0.2
*SKIING MAGAZINE (440,000)	2.00	3	371,462	74,165	445,627	3	361,709	78,767	440,476	2.7	(5.8)	1.2

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*SKIN DIVER MAGAZINE (200,000)	3.50	6	175,388	35,653	211,041	6	178,560	43,216	221,776	(1.8)	(17.5)	(4.8)
*SMITHSONIAN (2,100,000)	3.00	6	2,191,505	12,793	2,204,298	6	2,280,350	15,635	2,295,985	(3.9)	(18.2)	(4.0)
SNOW WEEK (25,000)	1.95	8	22,745		22,745	8	23,280	35	23,315	(2.3)		(2.4)
*SOAP OPERA DIGEST (1,300,000)	2.25	13	501,396	968,578	1,469,974	13	357,384	1,031,546	1,388,930	40.3	(6.1)	5.8
SOPHISTICATE'S HAIRSTYLE GUIDE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SOUTH FLORIDA (None Claimed)	3.00	6	37,199	3,560	40,759	6	34,075	3,770	37,845	9.2	(5.6)	7.7
*SOUTHERN ACCENTS to 02/01/91 (250,000) since 02/01/91 (265,000)	4.00	5	228,644	29,420	258,064	5	207,833	32,605	240,438 @	10.0	(9.8)	7.3
SOUTHERN HOMES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*SOUTHERN LIVING (2,275,000)	2.50	6	2,215,625	169,433	2,385,058	6	2,127,420	167,821	2,295,241	4.2	1.0	3.9
SOUTHERN OUTDOORS (None Claimed)	2.50	5	238,035	11,642	249,677	5	237,682	14,037	251,719	0.2	(17.1)	(0.8)
SOUTHWEST ART (None Claimed)	4.50	6	56,599	20,077	76,676	6	52,922	17,491	70,413	6.9	14.8	8.9
SPECTRUM MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SPIN (300,000)	2.95	6	189,748	110,491	300,239	6	113,664	100,704	214,368	66.9	9.7	40.1
*SPORT (850,000)	2.95	6	767,101	141,659	908,760	6	788,820	152,251	941,071	(2.8)	(7.0)	(3.4)
SPORT FISHING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*SPORT TRUCK (125,000)	2.95	6	88,599	37,390	125,989	6	35,267	43,851	79,118	151.2	(14.7)	59.2
*THE SPORTING NEWS (625,000)	2.50	25	599,814	29,680	629,494	28	687,534	40,064	727,598	(12.8)	(25.9)	(13.5)

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ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
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PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
*SPORTS AFIELD (500,000)	1.95	6	442,665	66,027	508,692	6	438,144	75,674	513,818	1.0	(12.8)	(1.0)
SPORTS CAR INTERNATIONAL (None Claimed)	3.00	6	20,742	34,083	54,825	6	14,547	45,467	60,014	42.6	(25.0)	(8.6)
*SPORTS ILLUSTRATED (3,150,000)	2.95	24	3,294,648	149,540	3,444,188	26	3,339,364	168,263	3,507,627	(1.3)	(11.1)	(1.8)
SPORTSCAR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
SPUR (None Claimed)	5.00	3	10,934	1,963	12,897				(a)			
SPY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
ST. LOUIS MAGAZINE, INC.	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*STAR (3,500,000)	0.95	26	356,735	2,851,216	3,207,951	26	478,273	3,137,419	3,615,692	(25.4)	(9.1)	(11.3)
STAR COMICS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*STEREO REVIEW (500,000)	2.50	6	470,526	54,967	525,493	6	554,301	55,584	609,885	(15.1)	(1.1)	(13.8)
STEREOPHILE (60,000)	4.95	6	50,468	9,958	60,426	6	40,523	9,396	49,919	24.5	6.0	21.0
STOCK CAR RACING (120,000)	2.95	6	86,817	58,139	144,956	6	70,126	42,550	112,676	23.8	36.6	28.6
STREET & SMITH'S COLLEGE BASKETBALL (None Claimed)	3.95	1		262,856	262,856	1		279,351	279,351		(5.9)	(5.9)
STREET & SMITH'S COLLEGE FOOTBALL (None Claimed)	3.95	1		231,795	231,795	1		273,559	273,559		(15.3)	(15.3)
STREET & SMITH'S PRO BASKETBALL (None Claimed)	3.95	1		255,676	255,676	1		241,810	241,810		5.7	5.7
STREET & SMITH'S PRO FOOTBALL (None Claimed)	3.95	1		314,668	314,668	1		311,484	311,484		1.0	1.0

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STREET & SMITH'S SPORTS GROUP (None Claimed)	3.95	1		1,355,091	1,355,091	1		1,406,402	1,406,402		(3.7)	(3.7)
STREET RODDER (None Claimed)	3.25	6	43,807	70,688	114,495	6	42,093	70,324	112,417	4.1	0.5	1.9
*SUCCESS to 02/01/91 (450,000) since 02/01/91 (400,000)	1.95	5	361,354	51,193	412,547	5	397,237	58,131	455,368	(9.0)	(11.9)	(9.4)
SUN (None Claimed)	0.85	26	4,054	365,958	370,012	26	4,101	426,634	430,735	(1.1)	(14.2)	(14.1)
*SUNSET, THE MAGAZINE OF WESTERN LIVING (1,350,000)	2.50	6	1,313,429	79,262	1,392,691	6	1,311,389	90,533	1,401,922	0.2	(12.4)	(0.7)
SUPER CHEVY (None Claimed)	2.75	6	95,103	72,662	167,765	6	92,783	78,265	171,048	2.5	(7.2)	(1.9)
SUPER STOCK & DRAG ILLUSTRATED (50,000)	2.95	6	20,933	28,027	48,960	6	20,169	28,754	48,923	3.8	(2.5)	0.1
SUPER TEEN (None Claimed)	2.25	6		88,732	88,732	6		264,343	264,343		(66.4)	(66.4)
THE SUPERMAN GROUP			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TEACHING PRE K-8			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
**TEEN (1,100,000)	2.25	6	875,568	277,297	1,152,865	6	833,408	330,114	1,163,522	5.1	(16.0)	(0.9)
TEEN BEAT (200,000)	2.25	6	59,020	109,733	168,753	6	50,021	242,471	292,492	18.0	(54.7)	(42.3)
TEEN MACHINE (None Claimed)	2.50	6		55,690	55,690	5		145,684	145,684		(61.8)	(61.8)
THE TENNESSEE MAGAZINE (None Claimed)	N/A	6	337,739		337,739	6	321,921		321,921	4.9		4.9
*TENNIS (755,000)	1.95	6	716,757	50,112	766,869	6	698,275	51,508	749,783	2.7	(2.7)	2.3
TEXAS FISH & GAME			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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TEXAS MONTHLY (300,000)	2.50	6	273,398	32,858	306,256	6	271,785	33,619	305,404	0.6	(2.3)	0.3
3-2-1 CONTACT (400,000)	N/A	5	461,188		461,188	5	441,535		441,535	4.4		4.4
*TIME-THE WEEKLY NEWSMAGAZINE (4,000,000)	2.50	25	4,000,708	247,857	4,248,565	26	4,061,606	196,998	4,258,604	(1.5)	25.8	(0.2)
TIME ASIA (270,000)		25	249,157	52,814	301,971	24	244,372	44,520	288,892	2.0	18.6	4.5
TIME ATLANTIC (580,000)		25	495,446	119,164	614,610	26	432,943	96,720	529,663	14.4	23.2	16.0
TIME LATIN AMERICA (90,000)		25	65,282	24,786	90,068	26	72,980	19,532	92,512	(10.6)	26.9	(2.6)
TOURS & RESORTS (None Claimed)	3.75	3	170,686	2,899	173,585	3	187,618	2,786	190,404	(9.0)	4.1	(8.8)
*TOWN & COUNTRY (440,000)	3.00	6	389,903	54,017	443,920	6	354,802	69,524	424,326	9.9	(22.3)	4.6
TRADE-A-PLANE (None Claimed)	3.00	18	56,159	4,177	60,336	18	59,840	3,704	63,544	(6.2)	12.8	(5.1)
TRADITIONAL HOME to 04/01/91 (550,000) since 04/01/91 (600,000)	2.95	3	428,835	193,333	622,168	3	327,262	187,552	514,814	31.0	3.1	20.9
TRAILER BOATS (80,000)	2.95	6	69,406	18,045	87,451	6	59,234	22,301	81,535	17.2	(19.1)	7.3
TRAILER LIFE (None Claimed)	2.95	6	284,379	17,672	302,051	6	285,831	18,625	304,456	(0.5)	(5.1)	(0.8)
TRAINS (None Claimed)	2.75	6	70,433	24,862	95,295	6	70,903	24,225	95,128	(0.7)	2.6	0.2
TRANSWORLD SKATEBOARDING (None Claimed)	3.50	6	31,207	53,856	85,063	6	16,202	83,881	100,083	92.6	(35.8)	(15.0)
*TRAVEL & LEISURE (1,100,000)	3.00	6	1,086,548	14,103	1,100,651	6	1,102,363	15,338	1,117,701	(1.4)	(8.1)	(1.5)
*TRAVEL HOLIDAY (550,000)	2.50	6	565,621	2,043	567,664	6	546,337	7,650	553,987	3.5	(73.3)	2.5

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*TRAVELER (700,000)	3.50	3	717,669	6,557	724,226	3	720,346	5,577	725,923	(0.4)	17.6	(0.2)
TRIATHLETE (None Claimed)	2.95	5	30,342	31,997	62,339	5	30,027	29,139	59,166	1.0	9.8	5.4
TRUCKIN'	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*TRUE STORY (800,000)	1.49	6	538,019	188,413	726,432	6	761,339	213,159	974,498	(29.3)	(11.6)	(25.5)
TV CROSSWORDS (None Claimed)	1.49	8	110,021	182,875	292,896	8	102,112	204,388	306,500	7.8	(10.5)	(4.4)
*TV GUIDE (15,800,000)	0.79	26	8,821,725	6,532,257	15,353,982	26	8,861,412	6,975,652	15,837,064	(0.4)	(6.4)	(3.0)
T.V. Y NOVELAS - USA (None Claimed)	1.75	13	12,663	43,080	55,743	13	9,828	66,487	76,315	28.9	(35.2)	(27.0)
*U.S. NEWS & WORLD REPORT (2,150,000)	2.50	24	2,273,697	78,225	2,351,922	25	2,251,807	67,784	2,319,591	1.0	15.4	1.4
UNIQUE HOMES (None Claimed)	6.95	3	30,015	30,234	60,249	3	34,310	35,337	69,647	(12.5)	(14.4)	(13.5)
*US (1,325,000)	1.75	11	906,828	421,614	1,328,442	12	941,887	384,983	1,326,870	(3.7)	9.5	0.1
UTNE READER (225,000)	4.00	3	209,243	30,786	240,029	3	186,081	17,611	203,692	12.4	74.8	17.8
VACATIONS (None Claimed)	2.95	2	214,351	2,174	216,525	2	261,353	1,219	262,572 ^	(18.0)	78.3	(17.5)
VANIDADES CONTINENTAL (None Claimed)	2.95	13	25,996	24,615	50,611	13	20,573	24,934	45,507	26.4	(1.3)	11.2
*VANITY FAIR (650,000)	2.50	6	554,983	258,898	813,881	6	501,822	247,244	749,066	10.6	4.7	8.6
VELONEWS (None Claimed)	2.50	10	23,624	12,266	35,890	10	17,065	9,814	26,879	38.4	25.0	33.5
VFW AUXILIARY MAGAZINE (None Claimed)	N/A	3	726,174		726,174	3	718,954		718,954	1.0		1.0

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V.F.W. MAGAZINE (None Claimed)	1.50	6	1,885,461		1,885,461	6	1,861,182		1,861,182	1.3		1.3
*VICTORIA to 02/01/91 (750,000) since 02/01/91 (800,000)	2.50	6	620,493	216,342	836,835	6	574,804	216,050	790,854	7.9	0.1	5.8
VIDEO (450,000)	2.50	6	402,023	49,032	451,055	6	381,788	45,959	427,747 @	5.3	6.7	5.4
*VIDEO REVIEW to 04/01/91 (405,000) since 04/01/91 (325,000)	2.50	6	313,166	37,678	350,844	6	359,374	50,732	410,106	(12.9)	(25.7)	(14.4)
VIDEOMAKER (None Claimed)	2.50	6	33,210	27,417	60,627	5	22,008	27,250	49,258 ^	50.9	0.6	23.1
VISION-THE INTER-AMERICAN MAGAZINE (185,000)	N/A	12	147,021	34,240	181,261	13	171,738	9,136	180,874	(14.4)	274.8	0.2
VISTA USA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
*VOGUE (1,100,000)	3.00	6	485,889	750,092	1,235,981	6	470,027	749,931	1,219,958	3.4		1.3
VOGUE PATTERNS (None Claimed)	2.95	3	153,964	68,944	222,908	3	153,320	68,535	221,855	0.4	0.6	0.5
VW & PORSCHE (None Claimed)	2.95	5	27,490	40,699	68,189	3	24,122	51,626	75,748	14.0	(21.2)	(10.0)
*W (250,000)	2.95	13	241,449	12,231	253,680	13	241,717	16,586	258,303	(0.1)	(26.3)	(1.8)
THE WALKING MAGAZINE (430,000)	2.95	3	402,672	28,963	431,635	2	391,918	32,028	423,946	2.7	(9.6)	1.8
THE WASHINGTON POST NATIONAL WEEKLY EDITION (80,000)	1.95	25	91,333	1,924	93,257	26	83,312	873	84,185	9.6	120.4	10.8
THE WASHINGTONIAN (110,000)	2.50	6	105,994	60,877	166,871	6	109,401	56,991	166,392	(3.1)	6.8	0.3
WATERSKI	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
WEEKLY WORLD NEWS (None Claimed)	0.75	26	26,744	703,585	730,329	26	29,738	754,850	784,588	(10.1)	(6.8)	(6.9)

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*WEIGHT WATCHERS MAGAZINE (1,000,000)	1.95	6	912,817	93,579	1,006,396	6	876,843	125,492	1,002,335	4.1	(25.4)	0.4
WESTERN HORSEMAN (None Claimed)	2.25	6	125,819	69,114	194,933	6	118,539	73,749	192,288	6.1	(6.3)	1.4
WESTERN OUTDOORS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
WILDBIRD (None Claimed)	2.95	6	105,279	4,648	109,927	6	46,257	3,485	49,742	127.6	33.4	121.0
WILDFOWL (None Claimed)	3.50	3	31,968	150	32,118	3	30,652	163	30,815	4.3	(8.0)	4.2
THE WINE SPECTATOR (80,000)	2.50	11	91,509	17,553	109,062	11	80,244	16,839	97,083	14.0	4.2	12.3
WING & SHOT (None Claimed)	3.50	3	18,020	186	18,206	3	17,425	195	17,620	3.4	(4.6)	3.3
WINNING BICYCLE RACING ILLUSTRATED (None Claimed)	2.95	5	20,582	38,682	59,264	5	19,613	33,270	52,883	4.9	16.3	12.1
*WOMAN'S DAY (4,600,000)	1.09	7	1,416,834	3,335,143	4,751,977	8	554,333	4,051,082	4,605,415	155.6	(17.7)	3.2
WOMAN'S WORLD (1,500,000)	1.10	26		1,363,992	1,363,992	26		1,542,582	1,542,582		(11.6)	(11.6)
WOMEN'S SPORTS & FITNESS (250,000)	2.95	4	216,308	4,159	220,467	3	276,364	3,188	279,552 @	(21.7)	30.5	(21.1)
WOODENBOAT (None Claimed)	4.50	3	60,652	45,472	106,124	3	61,514	44,883	106,397	(1.4)	1.3	(0.3)
THE WORKBASKET (1,200,000)	2.25	3	1,068,030	38,880	1,106,910	5	1,232,506	9,980	1,242,486	(13.3)	289.6	(10.9)
WORKBENCH (800,000)	2.95	3	775,173	60,313	835,486	3	856,290	25,780	882,070	(9.5)	133.9	(5.3)
*WORKING MOTHER to 04/01/91 (600,000) since 04/01/91 (625,000)	1.95	6	675,908	14,652	690,560	6	582,640	17,739	600,379	16.0	(17.4)	15.0
	PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2											

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*WORKING WOMAN to 02/01/91 (950,000) since 02/01/91 (850,000)	2.50	6	794,957	54,815	849,772	6	783,912	58,535	842,447	1.4	(6.4)	0.9
WORLD MONITOR (225,000)	2.50	6	218,171	8,898	227,069	6	228,519	2,140	230,659	(4.5)	315.8	(1.6)
WORLD PRESS REVIEW (80,000)	2.95	6	74,781	2,746	77,527	6	72,765	3,251	76,016	2.8	(15.5)	2.0
*WORLD TENNIS (500,000)	2.50	6	476,032	32,747	508,779	6	482,794	29,091	511,885	(1.4)	12.6	(0.6)
WRITER'S DIGEST (None Claimed)	2.50	6	192,138	30,185	222,323	6	195,170	30,062	225,232	(1.5)	0.4	(1.3)
WWF MAGAZINE (330,000)	2.50	6	113,417	340,878	454,295	6	104,638	284,440	389,078	8.4	19.8	16.8
*YACHTING (None Claimed)	3.00	6	108,068	24,059	132,127	6	100,155	31,448	131,603	7.9	(23.5)	0.4
*YANKEE (1,000,000)	1.95	6	859,545	44,409	903,954	6	962,116	45,222	1,007,338	(10.7)	(1.8)	(10.3)
YM (975,000)	2.00	5	748,864	246,900	995,764	5	801,233	198,900	1,000,133	(6.5)	24.1	(0.4)
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									
ZOOMIN' (None Claimed)	3.00	3	12,397		12,397	2	11,814		11,814	4.9		4.9
CANADA												
ACTIF			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ALBERTA/WESTERN REPORT			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
BC OUTDOORS (None Claimed)	2.95	4	33,755	6,732	40,487	4	38,782	5,512	44,294	(13.0)	22.1	(8.6)
CANADIAN BUSINESS (None Claimed)	3.00	6	78,291	6,452	84,743	6	79,354	7,235	86,589	(1.3)	(10.8)	(2.1)
CANADIAN GARDENING (None Claimed)	3.95	3	67,732	5,676	73,408				(a)			
CANADIAN GEOGRAPHIC (None Claimed)	3.95	3	234,668	11,998	246,666	3	238,764	12,562	251,326	(1.7)	(4.5)	(1.9)
CANADIAN HOUSE & HOME (None Claimed)	3.50	4	88,292	14,748	103,040	5	92,328	15,082	107,410	(4.4)	(2.2)	(4.1)

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 6/30/91 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	AVERAGES FOR SIX MONTHS ENDED 6/30/90 SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIPTIONS	SINGLE COPY SALES	TOTAL PAID
CANADIAN LIVING (None Claimed)	2.50	6	370,215	180,678	550,893	6	373,313	190,182	563,495	(0.8)	(5.0)	(2.2)
CANADIAN WORKSHOP (None Claimed)	2.75	6	116,125	3,058	119,183	6	122,044	3,401	125,445	(4.8)	(10.1)	(5.0)
CANADIAN YACHTING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CHATELAINE (None Claimed)	2.00	6	834,514	51,315	885,829	6	887,204	60,901	948,105	(5.9)	(15.7)	(6.6)
CHATELAINE (FRENCH LANGUAGE EDITION) (None Claimed)	2.25	6	183,712	17,613	201,325	6	209,221	16,248	225,469	(12.2)	8.4	(10.7)
COMBINED STATEMENT FOR CHATELAINE AND CHATELAINE (FRENCH LANGUAGE EDITION) (None Claimed)	(c)	6	1,018,226	68,928	1,087,154	6	1,096,425	77,149	1,173,574	(7.1)	(10.7)	(7.4)
CITY & COUNTRY HOME (None Claimed)	3.00	5	74,305	4,073	78,378	5	75,734	4,290	80,024	(1.9)	(5.1)	(2.1)
CLIN D'OEIL (None Claimed)	2.95	6	22,801	34,347	57,148	6	22,883	42,627	65,510	(0.4)	(19.4)	(12.8)
COUP DE POUCE (146,772)	2.75	6	74,374	64,057	138,431	6	78,679	68,093	146,772	(5.5)	(5.9)	(5.7)
CRAFTS PLUS (None Claimed)	2.50	4	81,922	2,973	84,895	4	93,286	3,374	96,660	(12.2)	(11.9)	(12.2)
CROC	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
DECORATION CHEZ-SOI (None Claimed)	2.95	5	28,781	28,545	57,326	5	30,724	32,594	63,318	(6.3)	(12.4)	(9.5)
EASTERN WOODS & WATERS (None Claimed)	2.95	4	13,354	2,466	15,820	4	15,092	2,455	17,547 @	(11.5)	0.4	(9.8)
ELLE QUEBEC (None Claimed)	2.95	6	20,715	37,143	57,858	6	12,522	34,394	46,916	65.4	8.0	23.3

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
EQUINOX-THE MAGAZINE OF CANADIAN DISCOVERY (None Claimed)	3.95	3	166,858	8,612	175,470	3	164,691	10,869	175,560	1.3	(20.8)	(0.1)
FEMME PLUS (None Claimed)	2.75	6	31,877	45,865	77,742	6	31,888	48,388	80,276		(5.2)	(3.2)
FILLES D'AUJOURD'HUI (None Claimed)	2.50	6	24,887	33,194	58,081	6	26,481	36,280	62,761	(6.0)	(8.5)	(7.5)
FINANCIAL TIMES OF CANADA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
FLARE (None Claimed)	2.50	6	184,658	16,918	201,576	6	187,302	18,118	205,420	(1.4)	(6.6)	(1.9)
GUIDE RESSOURCES (None Claimed)	3.50	3	13,897	10,679	24,576	3	13,525	13,110	26,635	2.8	(18.5)	(7.7)
HARROWSMITH MAGAZINE (None Claimed)	3.95	3	141,820	14,282	156,102	3	140,726	17,958	158,684	0.8	(20.5)	(1.6)
HOCKEY NEWS (None Claimed)	2.50	23	73,085	22,459	95,544	22	84,434	22,116	106,550	(13.4)	1.5	(10.3)
INSIDE HOCKEY (None Claimed)	3.95	4	15,941	23,096	39,037	4	26,600	22,467	49,067	(40.1)	2.8	(20.4)
L'ACTUALITE (None Claimed)	2.50	10	220,071	14,106	234,177	10	225,468	18,584	244,052	(2.4)	(24.1)	(4.1)
L'ESSENTIEL (None Claimed)	2.75	6	39,858	48,401	88,259	6	42,846	69,817	112,663	(7.0)	(30.7)	(21.7)
LE BEL AGE (None Claimed)	2.75	5	65,014	9,311	74,325	5	41,815	11,911	53,726	55.5	(21.8)	38.3
LE LUNDI (None Claimed)	2.25	26	35,339	52,098	87,437	26	33,075	75,069	108,144	6.8	(30.6)	(19.1)
LES IDEES DE MA MAISON (None Claimed)	2.95	5	34,041	23,716	57,757	5	39,923	31,932	71,855	(14.7)	(25.7)	(19.6)
MACLEAN'S-CANADA'S WEEKLY NEWSMAGAZINE (None Claimed)	2.25	25	585,414	11,869	597,283	26	588,212	12,782	600,994	(0.5)	(7.1)	(0.6)
THE NEWFOUNDLAND HERALD (None Claimed)	1.00	26	1,146	44,467	45,613	26	1,157	42,767	43,924	(0.9)	4.0	3.8

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ONTARIO OUT OF DOORS			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ORAH			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
OUTDOOR CANADA (None Claimed)	2.95	5	117,298	7,227	124,525	5	124,595	8,750	133,345	(5.9)	(17.4)	(6.6)
PACIFIC YACHTING (None Claimed)	2.95	6	10,088	4,184	14,272	6	10,592	4,262	14,854	(4.8)	(1.8)	(3.9)
PHOTO LIFE (None Claimed)	2.75	5	43,163	2,113	45,276	5	55,274	2,907	58,181	(21.9)	(27.3)	(22.2)
PLANS DE MAISONS DU QUEBEC (None Claimed)	3.95	2	6,045	17,338	23,383	2	6,490	25,633	32,123	(6.9)	(32.4)	(27.2)
QUEBEC SCIENCE (None Claimed)	3.25	6	11,330	2,692	14,022	6	12,183	3,625	15,808	(7.0)	(25.7)	(11.3)
QUEBEC YACHTING VOILE & MOTEUR (None Claimed)	2.95	5	5,604	2,306	7,910	5	5,609	2,214	7,823	(0.1)	4.2	1.1
THE READER'S DIGEST CANADIAN ENGLISH EDITION (None Claimed)	2.49	6	1,170,828	66,201	1,237,029	6	1,267,861	75,382	1,343,243	(7.7)	(12.2)	(7.9)
THE READER'S DIGEST-COMBINED STATEMENT FOR THE CANADIAN ENGLISH AND CANADIAN FRENCH EDITIONS (None Claimed)	2.49	6	1,468,914	87,141	1,556,055	6	1,583,576	98,194	1,681,770	(7.2)	(11.3)	(7.5)
RENOVATION BRICOLAGE (None Claimed)	2.95	5	33,143	9,327	42,470	5	31,153	11,832	42,985	6.4	(21.2)	(1.2)
SAFARIR (None Claimed)	2.95	5	5,337	48,970	54,307	5	2,884	41,414	44,298	85.1	18.3	22.6
SANTE (None Claimed)	2.95	5	16,577	13,756	30,333	5	14,171	15,873	30,044	17.0	(13.3)	1.0

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* DATA BANK PARTICIPANT
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ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SATURDAY NIGHT (None Claimed)	2.95	5	95,886	5,749	101,635	5	101,409	8,036	109,445	(5.4)	(28.5)	(7.1)
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									
SELECT HOMES & FOOD (None Claimed)	2.95	4	137,106	8,288	145,394	4	141,076	8,883	149,959	(2.8)	(6.7)	(3.0)
SELECTION DU READER'S DIGEST (None Claimed)	2.49	6	298,086	20,940	319,026	6	315,715	22,812	338,527	(5.6)	(8.2)	(5.8)
SENTIER CHASSE-PECHE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
7 JOURS (None Claimed)	2.25	26	345	129,294	129,639	25	1,192	139,232	140,424 ^	(71.1)	(7.1)	(7.7)
SKI CANADA (None Claimed)	2.95	4	34,961	2,167	37,128	4	40,059	5,625	45,684	(12.7)	(61.5)	(18.7)
TIME-THE WEEKLY NEWSMAGAZINE- IN CANADA (350,000)	2.95	25	328,550	25,961	354,511	26	328,472	23,028	351,500		12.7	0.9
TORONTO LIFE (None Claimed)	2.50	9	80,985	11,327	92,312	6	83,778	12,240	96,018	(3.3)	(7.5)	(3.9)
TORONTO LIFE FASHION (None Claimed)	2.25	3	109,480	8,470	117,950	4	114,443	7,800	122,243	(4.3)	8.6	(3.5)
TRAVEL A LA CARTE			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TV GUIDE (None Claimed)	1.05	26	476,141	333,427	809,568	26	471,898	356,210	828,108	0.9	(6.4)	(2.2)
TV HEBDO (303,802)	1.25	26	84,070	206,154	290,224	26	87,601	216,207	303,808	(4.0)	(4.7)	(4.5)
TV HEBDO - TELEROMANS (67,200)	2.95	2	2,550	44,855	47,405	2	1,992	52,524	54,516	28.0	(14.6)	(13.0)
TV PLUS (None Claimed)	1.10	26	293	15,214	15,507	26	237	16,128	16,365	23.6	(5.7)	(5.2)
WESTERN SPORTSMAN (None Claimed)	2.95	3	24,159	2,913	27,072	3	25,422	3,327	28,749	(5.0)	(12.4)	(5.8)
FOREIGN												
AMERICA ECONOMIA (40,000)		5	30,212	3,178	33,390				(a)			
			PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2									

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
IMAGEN (None Claimed)	2.50	6	56,403	15,821	72,224	6	68,739	18,474	87,213	(18.0)	(14.4)	(17.2)

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ANALYZED NON-PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (NON-PAID RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	NON-PAID AVERAGES FOR SIX MONTHS ENDED 6/30/91 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	NON-PAID AVERAGES FOR SIX MONTHS ENDED 6/30/90 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	% OF INCREASE OR DECREASE DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID
U.S.													
BICYCLE GUIDE				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
GOLF WORLD MAGAZINE				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
IN HEALTH (125,000)	3	80,084	45,449		125,533				(b)				
INSIGHT (None Claimed)	24	4,679	22,349		27,028				(a)				
MEN'S HEALTH (None Claimed)	3	13,061	13,476		26,537	2,268	24,738		27,006	^ 475.9	(45.5)	(1.7)	
*PARENTING MAGAZINE (50,000)	5	36,547	33,574		70,121	27,115	23,015		50,130	34.8	45.9	39.9	
PHOENIX HOME & GARDEN (None Claimed)	6			4,158	4,158				(a)				
SESAME STREET MAGAZINE (None Claimed)	5		30,586		30,586		50,977		50,977		(40.0)	(40.0)	
*WORKING MOTHER (100,000)	5	34,968	56,199		91,167	52,162	32,466		84,628	(33.0)	73.1	7.7	
YM (None Claimed)	5		25,904		25,904				(a)				
CANADA													
SATURDAY NIGHT (None Claimed)	5		23,363	1,920	25,283				(a)				
FOREIGN													
AMERICA ECONOMIA (None Claimed)	5		6,170	1,300	7,470				(a)				

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(c) GROUP MEMBER (see cover sheet)
PUBLISHER ANALYZES PAID CIRCULATION, SEE PART 1

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ANALYZED PAID AND NON-PAID CIRCULATION
CONTROLLED MAGAZINES, LESS THAN 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/ CIRC GUAR)	ISSUES IN PERIOD	NON-PAID AND PAID AVERAGES FOR SIX MONTHS ENDED 6/30/91						NON-PAID AND PAID AVERAGES FOR SIX MONTHS ENDED 6/30/90						% OF INCREASE OR DECREASE			
		DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	SINGLE COPY PRICE	TOTAL PAID	DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	TOTAL PAID		DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	TOTAL PAID
U.S.																		
AAA CAMPBOOK (None Claimed)	11			3,430,848	3,430,848					3,476,732	3,476,732	^				(1.3)	(1.3)	
AAA TOURBOOK (None Claimed)	23			31,176,242	31,176,242					30,033,730	30,033,730	^				3.8	3.8	
PC NOVICE (None Claimed)	6	72,881		7,633	80,514	2.95	69,540	46,437		5,325	51,762	14,917 ^		56.9		43.3	55.5	366.2
P.C. TODAY Claimed)	6	161,894		26,734	188,628	2.95	51,811				(b)	(b)						
SOUTHERN LINKS (170,000)	3	161,631	7,094		168,725		1,893				(a)	(a)						
TWINS MAGAZINE (None Claimed)	3			13,097	13,097	4.50	29,296				(a)	(a)						
WHAT'S ON IN LAS VEGAS							PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
WORLD TRADE							PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											
CANADA																		
GEORGIAN BAY TODAY							PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME											

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● IDENTIFIES ADJUSTED COMPARISON FIGURES

Business Publications

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
U.S.					
ABA BANKING JOURNAL	33,736		33,736	34,808	32,116
ACCOUNTING TODAY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ACP OBSERVER	62,231		62,231	58,450	60,112
ACTIONLINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADVERTISING AGE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK NETWORK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ADWEEK'S MARKETING COMPUTERS	1,371	13,772	15,143	15,404	14,905
ADWEEK'S MARKETING WEEK	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AIR CONDITIONING, HEATING & REFRIGERATION NEWS	30,142	744	30,886	30,668	31,257
ALLEGHENY BUSINESS NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN FUNERAL DIRECTOR	10,012		10,012	10,001	10,017
AMERICAN GLASS REVIEW	1,009	459	1,468	1,463	1,315
THE AMERICAN JOURNAL OF CARDIOLOGY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE AMERICAN JOURNAL OF MEDICINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF NURSING	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN JOURNAL OF OPHTHALMOLOGY	17,246		17,246	17,563	17,973
THE AMERICAN JOURNAL OF SURGERY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMERICAN PAINT & COATINGS JOURNAL	3,896		3,896		4,614
THE AMERICAN SCHOOL BOARD JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
AMUSEMENT BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ANALYTICAL CHEMISTRY	20,319		20,319	23,842	24,519
ANNALS OF INTERNAL MEDICINE	94,663		94,063	91,371	93,621
AQUACULTURE MAGAZINE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARMY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ART DIRECTION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ARTS & ACTIVITIES	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
ASHRAE JOURNAL	41,558	12,928	54,486	57,460	54,641
THE ASPHALT CONTRACTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
ASSOCIATION MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ATLANTA BUSINESS CHRONICLE	31,748	731	32,479	30,545	26,246
AUTOMOTIVE NEWS	79,288		79,288	78,780	79,121
AVIATION WEEK & SPACE TECHNOLOGY	143,743		143,743	141,259	143,310
BAKING & SNACK		9,189	9,189	8,991	8,864
BALTIMORE BUSINESS JOURNAL	9,266		9,266	9,215	8,924
BETTER ROADS		39,117	39,117	40,459	41,829
BEVERAGE WORLD	9,104	24,808	33,912	33,118	32,401
BILLBOARD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BOBBIN MAGAZINE	7,320		7,320	7,707	8,408
BOSTON BUSINESS JOURNAL	10,899	12,024	22,923	25,500	28,336
BOXBOARD CONTAINERS	4,528	9,508	14,036	13,998	14,025
BOXOFFICE	7,462		7,462	7,957	8,291
BROADCASTING-THE NEWS MAGAZINE OF THE FIFTH ESTATE	29,883		29,883	30,237	30,665
BROWARD REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUILDING SUPPLY HOME CENTERS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
BUSINESS COMMUNICATIONS REVIEW	9,259	952	10,211	9,947	9,501
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF BUFFALO AND WESTERN NEW YORK)	9,012		9,012	9,150	9,098
BUSINESS FIRST OF COLUMBUS	10,003		10,003	10,193	10,466
BUSINESS FIRST (THE BUSINESS NEWSPAPER OF GREATER LOUISVILLE)	10,756		10,756	10,644	10,624
THE BUSINESS JOURNAL SERVING CHARLOTTE AND THE METROPOLITAN AREA	8,692		8,692	8,545	8,019
THE BUSINESS JOURNAL SERVING GREATER MILWAUKEE	13,503		13,503	12,400 @	12,658
THE BUSINESS JOURNAL SERVING GREATER PORTLAND	10,983		10,983	10,764	10,439
THE BUSINESS JOURNAL SERVING GREATER SACRAMENTO		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE BUSINESS JOURNAL SERVING THE SANTA CLARA VALLEY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE BUSINESS PRESS	5,439		5,439	5,034 ^	(a)

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
BUSINESS WEEK INDUSTRIAL/TECHNOLOGY	294,269		294,269	293,950	291,785
CALIFORNIA BUSINESS	10,378	112,368	122,746	131,537	132,917
CANDY INDUSTRY MAGAZINE	2,929	978	3,907	3,848	3,877
CAPITAL DISTRICT BUSINESS REVIEW	8,310		8,310	8,519	8,669
CATALOG AGE	572	13,370	13,942	14,240	14,885
CHAIN STORE AGE EXECUTIVE	1,902	30,549	32,451	32,585	32,635
CHEMICAL & ENGINEERING NEWS	127,091		127,091	131,428	129,843
CHEMICAL ENGINEERING	51,574	18,442	70,016	71,359	70,205
CHEMICAL WEEK	33,384	11,752	45,136	46,363	46,741
CHICAGO LAWYER	1,554	9,259	10,813	10,809	10,865 ^
CINCINNATI BUSINESS COURIER	6,510		6,510	7,093	7,201
CITY & STATE	8,259	37,518	45,777	44,718	41,094
COMPUTER GRAPHICS WORLD	18,423	43,316	61,739	60,629	60,831
COMPUTERWORLD	136,069		136,069	135,755	135,568
CONSTRUCCION PAN-AMERICANA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CONSTRUCTION	86	6,729	6,815	6,897 ^	(a)
CONSTRUCTION & MINING MACHINERY EN ESPANOL		14,986	14,986	15,859	14,919 ^
CONSTRUCTION BULLETIN	3,910	513	4,423	4,665	4,893
CONSTRUCTIONEER	81	11,657	11,738	11,983	12,786
CORPORATE FINANCE		60,284	60,284	60,560	60,681
CORPORATE REPORT MINNESOTA	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
COSMETICS & TOILETRIES	3,198		3,198	3,303	2,987
CRAIN'S CHICAGO BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
CRAIN'S CLEVELAND BUSINESS	16,724	8,192	24,916	25,972	25,649
CRAIN'S DETROIT BUSINESS	35,581		35,581	35,929	35,042
CRAIN'S NEW YORK BUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE DAILY NEWS RECORD	21,748		21,748	22,106	22,169
DALLAS BUSINESS JOURNAL	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DECOR	25,314		25,314	25,553	25,265
DEFENSE & DIPLOMACY	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
DEFENSE NEWS	11,236	24,144	35,380	37,048	35,231
THE DENVER BUSINESS JOURNAL	10,473		10,473	10,564	10,168

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DESIGNERS WEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DIRECT	68	41,028	41,096	42,523	43,382
DIRECT MARKETING MAGAZINE		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
DISCOUNT STORE NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DO-IT-YOURSELF RETAILING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
DRUG & COSMETIC INDUSTRY	4,418	8,195	12,613	12,764	12,755
DRUG STORE NEWS	40,209	1,791	42,000	42,150	42,248
DRUG STORE NEWS FOR THE PHARMACIST		37,348	37,348	26,442	26,282
EDITOR & PUBLISHER-THE FOURTH ESTATE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRICAL WHOLESALING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRICAL WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ELECTRONIC LEARNING	5,284	67,992	73,276	71,215	66,831
ELECTRONIC MEDIA	15,456	11,297	26,753	26,881	27,298
ELECTRONIC MEDIA INTERNATIONAL		3,641	3,641	3,561	3,403 ^
ELECTRONIC NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ENERGY USER NEWS	6,445	33,643	40,088	36,716	31,906
ENR	93,833		93,833	94,704	95,134
THE EXECUTIVE EDUCATOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FEEDSTUFFS	16,015	1,301	17,316	19,029	19,062
FINANCIAL EXECUTIVE	16,205		16,205	16,227	16,389
FIRE ENGINEERING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FIRE JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FLOOR COVERING WEEKLY	10,465	9,099	19,564	19,403	20,826
FLOORING	4,061	20,330	24,391	24,244	24,443
THE FLORIDA SHIPPER MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FOLIO:'S PUBLISHING NEWS	75	24,453	24,528	28,839	27,131
FOLIO:THE MAGAZINE FOR MAGAZINE MANAGEMENT	10,426		10,426	10,055	9,628
FOOD AND DRUG PACKAGING	6	82,252	82,258	82,173	82,022 ^
FOOD PEOPLE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FOOD TECHNOLOGY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FOOTWEAR NEWS	20,186		20,186	20,778	21,110
THE 4TH MEDIA JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FRAMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
FUELOIL & OIL HEAT MAGAZINE	1,153	12,128	13,281	12,868	12,260
GAS INDUSTRIES		10,154	10,154	10,295	10,430

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GEYER'S OFFICE DEALER	11,033	14,334	25,367	25,337	25,430
GIFTS & DECORATIVE ACCESSORIES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GLASS DIGEST	9,857	1,869	11,726	12,180	12,204
GLASS INDUSTRY	1,717	420	2,137	2,260	2,449
GOLF INDUSTRY MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE GOURMET RETAILER MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
GRAIN AGE	219	7,179	7,398	7,868	8,547
THE GREATER CINCINNATI BUSINESS RECORD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HARDWARE AGE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HARROWSMITH COUNTRY LIFE - RECEPTION ROOM EDITION		25,506	25,508	23,610	25,211
HAWAII BUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
HAWAII INVESTOR MAGAZINE	4,781	3,105	7,886	8,291	9,396
HFD-THE WEEKLY HOME FURNISHINGS NEWSPAPER	26,911	2,869	29,780	28,673	29,294
HIGHWAY & HEAVY CONSTRUCTION		78,710	78,710	78,698 ^	(a)
HOUSTON BUSINESS JOURNAL	15,322		15,322	15,245	15,369
HOW-THE MAGAZINE OF IDEAS & TECHNIQUES IN GRAPHIC DESIGN	31,854		31,854	31,668	33,798
HYDROCARBON PROCESSING	18,762	13,452	32,214	31,524	31,043
ID INTERNATIONAL DESIGN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
INDIANAPOLIS BUSINESS JOURNAL	14,506		14,506	15,028	15,002
INTERIOR DESIGN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
JACKSONVILLE BUSINESS JOURNAL	6,905		6,905	7,244	7,235
THE JEWELERS' CIRCULAR-KEYSTONE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE JOURNAL OF ACCOUNTANCY		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
KANSAS CITY BUSINESS JOURNAL	12,856		12,856	13,289	13,501
LAN-LIFE ASSOCIATION NEWS	139,583		139,583	139,491 ^	(a)
LIBRARY JOURNAL	24,207		24,207	24,163	24,049
LIFE & HEALTH INSURANCE SALES	20,851		20,851	21,907	22,831
LIFE INSURANCE SELLING	47,147		47,147	47,208	47,315
LOCKSMITH LEDGER	23,223		23,223	22,955	23,195
LOS ANGELES BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			

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LP/GAS	5,692	9,669	15,361	15,215	15,216
THE MANUFACTURING CONFECTIONER	2,899	1,122	4,021	4,037	3,911
MEDICINE AND SCIENCE IN SPORTS AND EXERCISE	13,212		13,212	14,371	14,102
MEMPHIS BUSINESS JOURNAL	10,688		10,688	10,931	10,929
METAL FINISHING	8,511		8,511	9,092	9,384
MIAMI REVIEW	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MICHIGAN CONTRACTOR & BUILDER	2,993	242	3,235	3,191	3,244
MICHIGAN ROADS & CONSTRUCTION	1,327	474	1,801	1,810	1,803
MILLING & BAKING NEWS	4,103		4,103	4,145	4,234
MINERIA PAN-AMERICANA		6,129	6,129	6,587	6,637
MINNEAPOLIS/ST. PAUL CITYBUSINESS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MODERN PLASTICS	42,448	13,539	55,987	55,248	55,727
MODERN SALON	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MOTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
MOTORCYCLE INDUSTRY MAGAZINE		12,002	12,002	12,048	12,333
THE MUSIC TRADES	6,347		6,347	6,384	6,343
NASHVILLE BUSINESS JOURNAL	8,290		8,290	8,631	8,331
NATION'S RESTAURANT NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL DEFENSE	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL LOCKSMITH	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NATIONAL PETROLEUM NEWS	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL PROVISIONER	7,175		7,175	8,030	8,394
THE NATIONAL UNDERWRITER LIFE & HEALTH/FINANCIAL SERVICES EDITION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/RISK & BENEFITS MANAGEMENT EDITION	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
NEW ENGLAND CONSTRUCTION	163	8,448	8,611	9,463	9,515
NEWS 3X/400	30,282		30,282	30,246	30,154
THE NORTHERN LOGGER AND TIMBER PROCESSOR	13,605		13,605	13,612	13,663
NORTHWESTERN FINANCIAL REVIEW	3,523	730	4,253	4,661	4,853
NURSING 91	470,360		470,360	461,170	456,584
O'DWYER'S PR SERVICES REPORT	2,157	2,440	4,597	4,812	4,791
OFFICIAL BOARD MARKETS	5,112		5,112	5,336	5,531
OIL AND GAS INVESTOR	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
THE OIL AND GAS JOURNAL	41,762		41,762	41,793	41,820

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THE OIL DAILY		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
PACIFIC BUSINESS NEWS	14,487		14,487	14,525	14,251
PACIFIC FISHING	9,817		9,817	9,934	9,969
PACIFIC SHIPPER MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PACKAGING DIGEST		114,297	114,297	111,367	112,481
THE PACKER	14,942		14,942	15,051	15,035
PALM BEACH REVIEW		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PERSONNEL JOURNAL	26,414		26,414	26,268	27,039
PETROLEUM ENGINEER INTERNATIONAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PHILADELPHIA BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PHOTO DISTRICT NEWS	24,207	1,133	25,340	25,099	27,158
PIPELINE & GAS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PITTSBURGH BUSINESS TIMES-JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PLASTICS ENGINEERING	35,033		35,033	30,312	32,911
PLASTICS NEWS	12,475	48,332	60,807	60,043	58,828
PLAYTHINGS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
POOL & SPA NEWS	8,557	7,389	15,946	16,203	16,098
POULTRY TIMES	12,912		12,912	12,763	12,577
POWER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROFESSIONAL BUILDER & REMODELER		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROGRESSIVE ARCHITECTURE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PROVIDENCE BUSINESS NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
PUBLIC RELATIONS JOURNAL	20,202		20,202	20,024	20,275
PUBLIC UTILITIES FORTNIGHTLY	6,799		6,799	6,982	6,897
PUBLISHERS WEEKLY	38,349		38,349	37,637	36,086
PUGET SOUND BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
RAILWAY TRACK AND STRUCTURES	6,281	1,210	7,491	7,221	6,832
RESTAURANTS & INSTITUTIONS		141,845	141,845	141,849	141,806
RISK MANAGEMENT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ROOFER MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
ROOFING/SIDING/INSULATION	2,820	17,416	20,236	20,284	20,484

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RSC REFRIGERATION SERVICE AND CONTRACTING	40,510		40,510	40,167	40,316
RUBBER WORLD	3,521	6,503	10,024	10,129	10,154
RURAL ELECTRIFICATION MAGAZINE	33,350	866	34,216	33,771	34,404
ST. LOUIS BUSINESS JOURNAL	16,773		16,773	17,068	17,217
SAN ANTONIO BUSINESS JOURNAL	9,066		9,066	9,102	8,411
SAN DIEGO BUSINESS JOURNAL	11,907		11,907	12,498	12,150
SAN FRANCISCO BUSINESS TIMES	11,820	2,748	14,568	14,083	14,483
SAVINGS INSTITUTIONS	14,226		14,226	17,026	18,532
SCHOLASTIC COACH		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
THE SCHOOL ADMINISTRATOR		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SCHOOL ARTS	20,146	2,379	22,525	22,355	22,304
SCHOOL BUSINESS AFFAIRS	6,519		6,519	6,584	6,544
SCHOOL LIBRARY JOURNAL	41,126		41,126	41,059	40,907
SCREEN PRINTING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SEAFOOD BUSINESS	1,663	13,849	15,512	15,497	15,333
SEED TRADE NEWS	947	2,162	3,109	3,165	3,106
SHIPPING DIGEST		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SIGNS OF THE TIMES		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SKIN INC.	2,602	1,922	4,524	3,925 ^	(a)
SOUTH FLORIDA BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SPACE NEWS	5,095	12,601	17,696	18,524	16,453 ^
SPN - SCREEN PRINTING NETWORK		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SPRAY TECHNOLOGY & MARKETING	1,616	5,109	6,725	6,729	6,662
THE STANDARD	4,681		4,681	4,726	4,752
SUPERMARKET NEWS	52,101		52,101	53,520	54,189
T.H.E. JOURNAL, TECHNOLOGICAL HORIZONS IN EDUCATION		116,000	116,000	112,352	110,000
TEA & COFFEE TRADE JOURNAL	2,140	4,344	6,484	6,426 ^	(a)
TECHNOLOGY & LEARNING		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TENNIS INDUSTRY MAGAZINE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TIRE BUSINESS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TOBACCO INTERNATIONAL	1,180	2,187	3,367	3,351	2,448
TOUR & TRAVEL NEWS		53,151	53,151	53,137	53,060
TRAFFIC WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TRANSPORT TOPICS	30,842		30,842	30,969	30,749

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TRAVEL TRADE		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
TRAVEL WEEKLY	47,054		47,054	46,864	47,095
TRAVEL WORLD NEWS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
UNDERWRITERS' REPORT		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
UNIX WORLD		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WALLCOVERINGS, WINDOWS & INTERIOR FASHION	2,291	14,641	16,932	16,382	16,653
WASHINGTON BUSINESS JOURNAL	15,978		15,978	16,411	16,298
WATER ENVIRONMENT & TECHNOLOGY		UNDER VOLUNTARY TEMPORARY SUSPENSION OF SERVICE			
THE WATERWAYS JOURNAL	5,070		5,070	5,509 @	5,728
WELDING JOURNAL	39,373		39,373	38,414	37,404
WESTERN BUILDER	4,150		4,150	4,225	4,269
WICHITA BUSINESS JOURNAL		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WILSON LIBRARY BULLETIN		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
WORLD OIL	2,417	35,586	38,003	37,866	37,573
REFERENCE					
BUSINESS PUBLICATION RATES AND DATA	5,091		5,091	5,474	5,753
COMMUNITY PUBLICATION RATES & DATA	1,289		1,289	1,349	1,402
CONSUMER MAGAZINE AND AGRI-MEDIA RATES AND DATA	4,242		4,242	4,587	4,825
NEWSPAPER RATES AND DATA	3,935		3,935	4,536	4,702
1991 GREATER NEW YORK REGIONAL INDUSTRIAL BUYING GUIDE		36,739	36,739	35,215 ^	(a)
1991 NORTH CENTRAL TRI-STATE REGIONAL INDUSTRIAL BUYING GUIDE		40,015	40,015	39,997 ^	(a)
1991 WESTERN NEW ENGLAND REGIONAL INDUSTRIAL BUYING GUIDE		23,917	23,917	23,667 ^	(a)
1991 NORTH JERSEY REGIONAL INDUSTRIAL BUYING GUIDE		29,232	29,232	27,943 ^	(a)
THE POCKET LIST OF RAILROAD OFFICIALS		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME			
SPOT RADIO RATES AND DATA	2,790		2,790	3,025	3,183
SPOT TELEVISION RATES AND DATA	2,940		2,940	3,210	3,298

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CANADA					
CANADIAN TRAVEL PRESS WEEKLY		14,592	14,592	14,603	16,436
CANADIAN UNDERWRITER	7,062		7,062	7,381	7,541
LES AFFAIRES	92,930		92,930	91,755	86,900
MARKETING	13,609		13,609	13,713	13,918
OH&S CANADA	8,237		8,237	7,581	6,618
REVUE COMMERCE	40,795		40,795	37,352	36,014
TOURISME +, LE JOURNAL DES VOYAGES	290	6,520	6,810	6,499	6,236
FOREIGN					
WORLD EXECUTIVE'S DIGEST	53,660	12,510	66,170	61,721	60,631

Farm Publications

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
U.S.					
*AMERICAN AGRICULTURIST	37,812	12,805	50,617	53,200	54,057
AMERICAN VEGETABLE GROWER	24,004	12,277	36,281	36,968	38,031
ARIZONA FARMER-STOCKMAN	2,357	130	2,487	2,823	2,961
*BEEF TODAY		230,845	230,845	226,232	221,333
BUCKEYE FARM NEWS (BFN)	123,010		123,010	120,950	116,980 ^
*CALIFORNIA FARMER	48,067	9,608	57,675	57,403	60,002
THE CATTLEMAN	20,112	1,721	21,833	19,352	18,463
*COLORADO RANCHER AND FARMER	9,895	7,680	17,575	16,578	17,227
*DAIRY TODAY		109,997	109,997	110,162	109,963
DATA TRANSMISSION NETWORK	53,693		53,693	50,458	47,430
DROVERS JOURNAL	21,192	66,705	87,897	80,345	85,584
*FARM JOURNAL	441,794	347,868	789,662	803,981	807,572
THE FARMER	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME				
FARMWEEK	28,187		28,187	28,357	28,518
FFA NEW HORIZONS	385,626		385,626	381,786	385,887
THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL	5,553	329	5,882	5,752	5,874
HBJ FARM PUBLICATIONS UNIT	517,103	107,285	624,388	651,464	678,497
THE HIGH PLAINS JOURNAL	59,107	688	59,795	60,122	62,857
*HOARD'S DAIRYMAN	123,152		123,152	125,130	127,743
*HOGS TODAY		125,117	125,117	126,584	122,800
IDAHO FARMER-STOCKMAN	13,253	105	13,358	13,691	13,860
*KANSAS FARMER	41,304	9,942	51,246	52,166	52,684
*MICHIGAN FARMER	45,538	4,448	49,986	51,565	54,722
*MISSOURI RURALIST	53,583	5,972	59,555	62,361	65,332
MONTANA FARMER-STOCKMAN	19,592	6,354	25,946	24,472	20,788
*NEBRASKA FARMER	41,692	9,479	51,171	52,752	53,878
*THE OHIO FARMER	64,884	17,408	82,292	85,271	89,978
*OKLAHOMA FARMER-STOCKMAN	37,935	8,808	46,743	50,311	52,915
OREGON FARMER-STOCKMAN	13,774	228	14,002	14,158	14,251

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
*PENNSYLVANIA FARMER	52,207	2,463	54,670	56,550	59,663
*PRAIRIE FARMER	87,314	89,745	177,059	191,973	178,464
*PROGRESSIVE FARMER	317,420	138,323	455,743	457,571	457,158
*SUCCESSFUL FARMING	500,439		500,439	498,422	482,834
*TEXAS FARMER-STOCKMAN	84,186	18,672	102,858	113,307	118,041
*TOP PRODUCER		243,220	243,220	239,297	225,308
UTAH FARMER-STOCKMAN	5,655	155	5,810	5,789	5,861
*WALLACES FARMER	42,347	147,536	189,883	205,692	170,591
WASHINGTON FARMER-STOCKMAN	19,023	153	19,176	19,498	19,866
*WESTERN FARMER-STOCKMAN MAGAZINES	73,654	7,125	80,779	80,431	77,587
WESTERN LIVESTOCK JOURNAL	20,809		20,809	19,475	19,404
*WISCONSIN AGRICULTURIST	26,822	18,530	45,352	53,763	49,350
WYOMING STOCKMAN-FARMER	3,305	2,363	5,668	5,353	4,680
CANADA					
CATTLEMEN	37,638		37,638	36,980	38,713
COUNTRY GUIDE	153,840		153,840	157,166	169,225
GRAINEWS	63,132		63,132	62,663	63,618
LA TERRE DE CHEZ NOUS	43,986		43,986	44,453	44,414
LE BULLETIN DES AGRICULTEURS	46,239		46,239	50,363	54,910
ONTARIO FARMER	37,122	1,290	38,412	38,369	38,045
THE WESTERN PRODUCER	124,342		124,342	127,715	130,920

	AMERICAN AGRICULTURIST	AMERICAN VEGETABLE GROWER	ARIZONA FARMER-STOCKMAN	BEEF TODAY
MAINE	2,485	472	5	118
NEW HAMPSHIRE	1,424	170	4	41
VERMONT	2,397	124	1	102
MASSACHUSETTS	2,479	765	2	77
RHODE ISLAND	301	88		6
CONNECTICUT	2,126	384	14	87
NEW ENGLAND	**11,212**	**2,003**	**26**	**431**
NEW YORK	32,539	2,042	16	973
NEW JERSEY	3,117	1,123	5	152
PENNSYLVANIA	4,330	2,081	22	2,163
MIDDLE ATLANTIC	**39,986**	**5,246**	**43**	**3,288**
OHIO		1,758	12	3,993
INDIANA		654	12	4,629
ILLINOIS		1,060	24	9,201
MICHIGAN		1,718	17	2,403
WISCONSIN		935	17	3,951
EAST NO. CENTRAL		**6,125**	**82**	**24,177**
MINNESOTA		701	28	7,353
IOWA		378	21	19,966
MISSOURI		563	7	15,867
NORTH DAKOTA		257	4	8,423
SOUTH DAKOTA		75	5	12,981
NEBRASKA		200	11	18,579
KANSAS		338	21	17,880
WEST NO. CENTRAL		**2,512**	**97**	**101,049**
DELAWARE		183	2	55
MARYLAND		518	6	513
DISTRICT OF COLUMBIA		34	1	4
VIRGINIA		666	3	4,228
WEST VIRGINIA		179		1,158
NORTH CAROLINA		815	4	2,710
SOUTH CAROLINA		288	12	1,400
GEORGIA		612	4	4,101
FLORIDA		2,130	5	1,992
SOUTH ATLANTIC		**5,425**	**37**	**16,161**
KENTUCKY		341	1	5,923
TENNESSEE		485	17	5,109
ALABAMA		301	8	4,042
MISSISSIPPI		230	2	2,829
EAST SO. CENTRAL		**1,357**	**28**	**17,903**
ARKANSAS		236	5	3,824
LOUISIANA		283	1	2,036
OKLAHOMA		262	10	12,207
TEXAS		982	22	19,311
WEST SO. CENTRAL		**1,763**	**38**	**37,378**
MONTANA		87	25	7,457
IDAHO		647	6	3,447
WYOMING		23	2	2,610
COLORADO		453	18	5,798
NEW MEXICO		212	53	1,307
ARIZONA		589	1,679	465
UTAH		134	14	1,618
NEVADA		61	11	509
MOUNTAIN		**2,206**	**1,808**	**23,211**
ALASKA		77		30
WASHINGTON		612	19	2,148
OREGON		791	13	2,471
CALIFORNIA		6,671	238	3,054
HAWAII		278	2	15
PACIFIC		**8,429**	**272**	**7,718**
MISCELLANEOUS	1,085			
UNCLASSIFIED				
UNITED STATES	**52,283**	**35,066**	**2,431**	**231,316**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**52,283**	**35,066**	**2,431**	**231,316**
CANADA	24	794	1	
FOREIGN	5	1,198	3	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**52,312**	**37,058**	**2,435**	**231,316**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	BUCKEYE FARM NEWS	CALIFORNIA FARMER	THE CATTLEMAN	COLORADO RANCHER AND FARMER
MAINE			1	
NEW HAMPSHIRE			2	
VERMONT			2	
MASSACHUSETTS			4	
RHODE ISLAND			1	
CONNECTICUT			6	
NEW ENGLAND			**16**	
NEW YORK			8	
NEW JERSEY			8	
PENNSYLVANIA			8	
MIDDLE ATLANTIC			**24**	
OHIO	125,122		16	
INDIANA			16	
ILLINOIS			42	
MICHIGAN			15	
WISCONSIN			15	
EAST NO. CENTRAL	**125,122**		**104**	
MINNESOTA			13	
IOWA			26	
MISSOURI			74	
NORTH DAKOTA			3	
SOUTH DAKOTA			12	
NEBRASKA			19	91
KANSAS			100	278
WEST NO. CENTRAL			**247**	**369**
DELAWARE			1	
MARYLAND			7	
DISTRICT OF COLUMBIA			51	
VIRGINIA			25	
WEST VIRGINIA			2	
NORTH CAROLINA			23	
SOUTH CAROLINA			9	
GEORGIA			25	
FLORIDA			60	
SOUTH ATLANTIC			**203**	
KENTUCKY			18	
TENNESSEE			33	
ALABAMA			32	
MISSISSIPPI			40	
EAST SO. CENTRAL			**123**	
ARKANSAS			87	
LOUISIANA			144	
OKLAHOMA			3,193	
TEXAS			17,891	
WEST SO. CENTRAL			**21,315**	
MONTANA			9	
IDAHO			4	
WYOMING			18	193
COLORADO			54	18,163
NEW MEXICO			202	57
ARIZONA		394	55	
UTAH			10	
NEVADA		914	1	
MOUNTAIN		**1,308**	**353**	**18,413**
ALASKA		15	2	
WASHINGTON			12	
OREGON		315	10	
CALIFORNIA		54,301	73	
HAWAII		72	14	
PACIFIC		**54,703**	**111**	
MISCELLANEOUS		949		339
UNCLASSIFIED				
UNITED STATES	**125,122**	**56,960**	**22,496**	**19,121**
POSSESSIONS & OTHER AREAS			3	
U. S. & POSSESSIONS, ETC.	**125,122**	**56,960**	**22,499**	**19,121**
CANADA		3	32	
FOREIGN		11	404	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**125,122**	**56,974**	**22,935**	**19,121**

	DAIRY TODAY	DATA TRANSMISSION NETWORK	DROVERS JOURNAL	FARM JOURNAL
MAINE	548	1	50	1,536
NEW HAMPSHIRE	275		22	643
VERMONT	1,762	1	51	2,209
MASSACHUSETTS	398	3	58	1,181
RHODE ISLAND	37		9	148
CONNECTICUT	437	1	57	1,202
NEW ENGLAND	**3,457**	**6**	**247**	**6,919**
NEW YORK	9,349	93	566	16,416
NEW JERSEY	347	14	75	2,004
PENNSYLVANIA	8,566	181	686	22,100
MIDDLE ATLANTIC	**18,262**	**288**	**1,327**	**40,520**
OHIO	4,880	2,580	1,726	36,812
INDIANA	2,456	5,359	1,835	35,355
ILLINOIS	3,222	7,294	3,710	58,774
MICHIGAN	4,895	1,125	939	23,118
WISCONSIN	24,530	579	1,203	38,595
EAST NO. CENTRAL	**39,983**	**16,937**	**9,413**	**192,654**
MINNESOTA	11,847	5,685	2,095	51,456
IOWA	4,992	10,008	6,328	76,629
MISSOURI	2,523	2,425	4,532	38,417
NORTH DAKOTA	1,267	922	2,057	22,819
SOUTH DAKOTA	2,077	1,311	4,255	23,530
NEBRASKA	1,653	6,291	5,834	42,706
KANSAS	1,436	3,058	4,635	38,649
WEST NO. CENTRAL	**25,795**	**29,700**	**29,736**	**294,206**
DELAWARE	104	31	19	1,266
MARYLAND	1,146	132	198	4,884
DISTRICT OF COLUMBIA	3	1	42	54
VIRGINIA	1,657	136	1,099	10,084
WEST VIRGINIA	298	10	425	2,832
NORTH CAROLINA	1,128	287	586	14,949
SOUTH CAROLINA	336	118	400	5,214
GEORGIA	747	303	1,150	11,128
FLORIDA	379	74	1,351	4,579
SOUTH ATLANTIC	**5,798**	**1,092**	**5,270**	**54,990**
KENTUCKY	2,048	268	1,698	13,913
TENNESSEE	1,668	320	1,450	13,566
ALABAMA	357	111	1,230	8,237
MISSISSIPPI	555	270	852	7,882
EAST SO. CENTRAL	**4,628**	**969**	**5,230**	**43,598**
ARKANSAS	526	516	1,403	11,302
LOUISIANA	515	259	828	6,824
OKLAHOMA	736	729	3,958	19,251
TEXAS	1,494	1,896	9,015	36,653
WEST SO. CENTRAL	**3,271**	**3,400**	**15,204**	**74,030**
MONTANA	303	382	3,605	12,637
IDAHO	1,180	144	1,749	9,228
WYOMING	86	67	1,717	3,725
COLORADO	548	525	2,861	11,986
NEW MEXICO	119	101	1,270	2,464
ARIZONA	129	91	791	1,924
UTAH	751	35	1,067	3,339
NEVADA	56	12	926	853
MOUNTAIN	**3,172**	**1,357**	**13,986**	**46,156**
ALASKA	16		22	123
WASHINGTON	1,294	252	864	9,762
OREGON	630	126	1,806	7,145
CALIFORNIA	2,156	342	2,103	14,225
HAWAII	8		82	101
PACIFIC	**4,104**	**720**	**4,877**	**31,356**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**108,470**	**54,469**	**85,290**	**784,429**
POSSESSIONS & OTHER AREAS			25	9
U. S. & POSSESSIONS, ETC.	**108,470**	**54,469**	**85,315**	**784,438**
CANADA		403	118	101
FOREIGN			25	205
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			7	32
GRAND TOTAL	**108,470**	**54,872**	**85,465**	**784,776**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	THE FARMER*	FARMWEEK	FFA NEW HORIZONS	THE FLORIDA CATTLEMAN AND LIVESTOCK JOURNAL
MAINE		4	260	
NEW HAMPSHIRE		3	798	
VERMONT		3	540	1
MASSACHUSETTS		3	892	4
RHODE ISLAND			245	
CONNECTICUT		5	1,506	
NEW ENGLAND		**18**	**4,241**	**5**
NEW YORK		38	4,929	6
NEW JERSEY		7	1,842	7
PENNSYLVANIA		79	8,572	4
MIDDLE ATLANTIC		**124**	**15,343**	**17**
OHIO		5,445	17,650	7
INDIANA		18,165	8,121	2
ILLINOIS		430	12,803	12
MICHIGAN		228	5,570	2
WISCONSIN		22	17,182	1
EAST NO. CENTRAL		**24,290**	**61,326**	**24**
MINNESOTA		18	9,768	1
IOWA		28	10,428	4
MISSOURI		21	15,038	8
NORTH DAKOTA		7	4,494	
SOUTH DAKOTA		8	3,355	
NEBRASKA		8	5,975	8
KANSAS		20	6,591	6
WEST NO. CENTRAL		**110**	**55,649**	**27**
DELAWARE			1,031	
MARYLAND		8	1,490	6
DISTRICT OF COLUMBIA		3	186	
VIRGINIA		29	11,499	14
WEST VIRGINIA		62	4,560	3
NORTH CAROLINA		24	13,426	9
SOUTH CAROLINA		5	4,116	9
GEORGIA		13	9,445	80
FLORIDA		21	10,938	5,512
SOUTH ATLANTIC		**165**	**56,691**	**5,633**
KENTUCKY		2,566	11,303	9
TENNESSEE		484	11,471	13
ALABAMA		15	20,851	35
MISSISSIPPI		7	7,350	8
EAST SO. CENTRAL		**3,072**	**50,975**	**65**
ARKANSAS		1	11,812	1
LOUISIANA		3	8,590	4
OKLAHOMA		5	18,036	9
TEXAS		21	42,618	23
WEST SO. CENTRAL		**30**	**81,056**	**37**
MONTANA		3	1,857	
IDAHO			2,892	1
WYOMING		1	1,477	2
COLORADO		4	2,608	4
NEW MEXICO		2	3,011	1
ARIZONA		4	2,721	3
UTAH		1	3,085	3
NEVADA		1	548	
MOUNTAIN		**16**	**18,199**	**14**
ALASKA		1	135	
WASHINGTON		7	6,070	
OREGON		1	3,498	4
CALIFORNIA		18	27,698	4
HAWAII		2	251	3
PACIFIC		**29**	**37,652**	**11**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES		**27,854**	**381,132**	**5,833**
POSSESSIONS & OTHER AREAS			1,939	8
U. S. & POSSESSIONS, ETC.		**27,854**	**383,071**	**5,841**
CANADA		3	4	4
FOREIGN			45	16
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL		**27,857**	**383,120**	**5,861**

*Publisher's Statement Not Filed By Press Time.

	HBJ FARM PUBLICATIONS UNIT*	THE HIGH PLAINS JOURNAL	HOARD'S DAIRYMAN	HOGS TODAY
MAINE		3	637	24
NEW HAMPSHIRE		2	508	14
VERMONT		2	1,830	20
MASSACHUSETTS		13	765	49
RHODE ISLAND			89	10
CONNECTICUT		15	717	28
NEW ENGLAND		**35**	**4,546**	**145**
NEW YORK		38	9,569	362
NEW JERSEY		23	513	74
PENNSYLVANIA		57	9,399	1,640
MIDDLE ATLANTIC		**118**	**19,481**	**2,076**
OHIO		75	5,954	5,659
INDIANA		66	2,819	9,523
ILLINOIS		204	3,334	13,376
MICHIGAN		51	4,560	2,448
WISCONSIN		60	20,596	3,573
EAST NO. CENTRAL		**456**	**37,263**	**34,579**
MINNESOTA		204	10,044	11,922
IOWA		1,081	4,536	32,204
MISSOURI		4,142	3,708	7,684
NORTH DAKOTA		207	794	1,078
SOUTH DAKOTA		826	1,186	5,632
NEBRASKA		9,075	1,480	10,517
KANSAS		21,623	2,169	4,017
WEST NO. CENTRAL		**37,158**	**23,917**	**73,054**
DELAWARE		4	157	101
MARYLAND		20	1,658	343
DISTRICT OF COLUMBIA		10	42	1
VIRGINIA		46	1,962	647
WEST VIRGINIA		10	374	100
NORTH CAROLINA		38	1,127	1,906
SOUTH CAROLINA		11	399	661
GEORGIA		25	899	1,791
FLORIDA		46	829	289
SOUTH ATLANTIC		**210**	**7,447**	**5,839**
KENTUCKY		39	2,802	1,667
TENNESSEE		53	1,999	1,573
ALABAMA		20	443	675
MISSISSIPPI		45	681	297
EAST SO. CENTRAL		**157**	**5,925**	**4,212**
ARKANSAS		214	1,209	378
LOUISIANA		38	605	92
OKLAHOMA		8,914	1,243	476
TEXAS		4,904	3,089	915
WEST SO. CENTRAL		**14,070**	**6,146**	**1,861**
MONTANA		143	243	544
IDAHO		100	735	234
WYOMING		363	74	80
COLORADO		6,034	532	594
NEW MEXICO		665	225	35
ARIZONA		86	245	91
UTAH		61	450	103
NEVADA		39	81	23
MOUNTAIN		**7,491**	**2,585**	**1,704**
ALASKA		18	60	7
WASHINGTON		71	1,694	204
OREGON		68	730	155
CALIFORNIA		233	2,620	389
HAWAII		3	27	20
PACIFIC		**393**	**5,131**	**775**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES		**60,088**	**112,441**	**124,245**
POSSESSIONS & OTHER AREAS			175	
U. S. & POSSESSIONS, ETC.		**60,088**	**112,616**	**124,245**
CANADA		41	7,415	
FOREIGN		22	2,287	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			24	
GRAND TOTAL		**60,151**	**122,342**	**124,245**

*See Individual Publications.

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	IDAHO FARMER-STOCKMAN	KANSAS FARMER	MICHIGAN FARMER	MISSOURI RURALIST
MAINE	1			
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT	2			
NEW ENGLAND	3			
NEW YORK	5			
NEW JERSEY	2			
PENNSYLVANIA	3			
MIDDLE ATLANTIC	10			
OHIO	2			
INDIANA	3			
ILLINOIS	4			
MICHIGAN	1		51,959	
WISCONSIN	5			
EAST NO. CENTRAL	15		51,959	
MINNESOTA	3			
IOWA	5			
MISSOURI	1			60,463
NORTH DAKOTA	3			
SOUTH DAKOTA				
NEBRASKA	2			
KANSAS	2	52,843		
WEST NO. CENTRAL	16	52,843		60,463
DELAWARE	1			
MARYLAND	2			
DISTRICT OF COLUMBIA	1			
VIRGINIA	3			
WEST VIRGINIA				
NORTH CAROLINA	2			
SOUTH CAROLINA				
GEORGIA	1			
FLORIDA	6			
SOUTH ATLANTIC	16			
KENTUCKY	1			
TENNESSEE	3			
ALABAMA	2			
MISSISSIPPI				
EAST SO. CENTRAL	6			
ARKANSAS				
LOUISIANA	1			
OKLAHOMA				
TEXAS	8			
WEST SO. CENTRAL	9			
MONTANA	126			
IDAHO	12,440			
WYOMING	34			
COLORADO	12			
NEW MEXICO	3			
ARIZONA	14			
UTAH	95			
NEVADA	99			
MOUNTAIN	12,823			
ALASKA	6			
WASHINGTON	119			
OREGON	151			
CALIFORNIA	51			
HAWAII	3			
PACIFIC	330			
MISCELLANEOUS		1,081	641	1,058
UNCLASSIFIED				
UNITED STATES	13,228	53,924	52,600	61,521
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	13,228	53,924	52,600	61,521
CANADA	3			
FOREIGN	3			
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	13,234	53,924	52,600	61,521

	MONTANA FARMER-STOCKMAN	NEBRASKA FARMER	THE OHIO FARMER	OKLAHOMA FARMER-STOCKMAN
MAINE	4			
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS	2			
RHODE ISLAND				
CONNECTICUT	7			
NEW ENGLAND	13			
NEW YORK	11			
NEW JERSEY	5			
PENNSYLVANIA	5			
MIDDLE ATLANTIC	21			
OHIO	7		82,786	
INDIANA	8			
ILLINOIS	26			
MICHIGAN	4			
WISCONSIN	12			
EAST NO. CENTRAL	57		82,786	
MINNESOTA	29			
IOWA	17	149		
MISSOURI	15			
NORTH DAKOTA	98			
SOUTH DAKOTA	66	122		
NEBRASKA	21	53,394		
KANSAS	11	320		
WEST NO. CENTRAL	257	53,985		
DELAWARE				
MARYLAND	3			
DISTRICT OF COLUMBIA	6			
VIRGINIA	8			
WEST VIRGINIA	2			
NORTH CAROLINA	10			
SOUTH CAROLINA	2			
GEORGIA	6			
FLORIDA	20			
SOUTH ATLANTIC	57			
KENTUCKY	5			
TENNESSEE	1			
ALABAMA	3			
MISSISSIPPI	2			
EAST SO. CENTRAL	11			
ARKANSAS	3			107
LOUISIANA	1			
OKLAHOMA	7			45,030
TEXAS	13			
WEST SO. CENTRAL	24			45,137
MONTANA	23,017			
IDAHO	96			
WYOMING	1,520	90		
COLORADO	33	492		
NEW MEXICO	5			
ARIZONA	43			
UTAH	17			
NEVADA	25			
MOUNTAIN	24,756	582		
ALASKA	13			
WASHINGTON	256			
OREGON	79			
CALIFORNIA	66			
HAWAII	1			
PACIFIC	415			
MISCELLANEOUS		541	1,222	868
UNCLASSIFIED				
UNITED STATES	25,611	55,108	84,008	46,005
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	25,611	55,108	84,008	46,005
CANADA	13			
FOREIGN	2			
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	25,626	55,108	84,008	46,005

	OREGON FARMER-STOCKMAN	PENNSYLVANIA FARMER	PRAIRIE FARMER	PROGRESSIVE FARMER
MAINE	2			
NEW HAMPSHIRE	1		3	
VERMONT			2	
MASSACHUSETTS			6	
RHODE ISLAND			1	
CONNECTICUT	2		9	
NEW ENGLAND	5		21	
NEW YORK	4		60	
NEW JERSEY	3	2,077	25	
PENNSYLVANIA	2	43,917	92	
MIDDLE ATLANTIC	9	45,994	177	
OHIO	1		20,572	3,609
INDIANA	1		46,274	3,278
ILLINOIS	4		77,349	4,453
MICHIGAN	2		12,674	381
WISCONSIN	4		411	427
EAST NO. CENTRAL	12		157,280	12,148
MINNESOTA	3		54	283
IOWA	6		260	1,649
MISSOURI			363	13,869
NORTH DAKOTA	2		3	
SOUTH DAKOTA			9	
NEBRASKA	2		18	397
KANSAS	3		31	6,904
WEST NO. CENTRAL	16		738	23,102
DELAWARE		664	5	1,392
MARYLAND		4,366	22	6,531
DISTRICT OF COLUMBIA			11	52
VIRGINIA			48	23,724
WEST VIRGINIA		2,979	4	7,012
NORTH CAROLINA	3		30	40,441
SOUTH CAROLINA			11	13,817
GEORGIA	3		23	28,612
FLORIDA	5		270	14,829
SOUTH ATLANTIC	11	8,009	424	136,410
KENTUCKY			13,180	24,659
TENNESSEE	1		117	36,379
ALABAMA	2		25	29,790
MISSISSIPPI	1		12	25,706
EAST SO. CENTRAL	4		13,334	116,534
ARKANSAS			23	25,776
LOUISIANA	1		9	18,838
OKLAHOMA	1		24	26,324
TEXAS	10		86	87,741
WEST SO. CENTRAL	12		142	158,679
MONTANA	30		2	
IDAHO	48		6	
WYOMING	1		2	
COLORADO	3		44	468
NEW MEXICO	5		11	2,970
ARIZONA	5		65	2,093
UTAH	6		6	
NEVADA	75		8	
MOUNTAIN	173		144	5,531
ALASKA	6		2	34
WASHINGTON	183		15	
OREGON	13,405		8	
CALIFORNIA	82		100	1,787
HAWAII	2		3	21
PACIFIC	13,678		128	1,842
MISCELLANEOUS		855		1,024
UNCLASSIFIED				
UNITED STATES	13,920	54,858	172,388	455,270
POSSESSIONS & OTHER AREAS				8
U. S. & POSSESSIONS, ETC.	13,920	54,858	172,388	455,278
CANADA	1		43	24
FOREIGN			1	152
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				96
GRAND TOTAL	13,921	54,858	172,432	455,550

	SUCCESSFUL FARMING	TEXAS FARMER-STOCKMAN	TOP PRODUCER	UTAH FARMER-STOCKMAN
MAINE	378		82	1
NEW HAMPSHIRE	80		41	
VERMONT	511		172	
MASSACHUSETTS	201		76	
RHODE ISLAND	30		4	
CONNECTICUT	480		116	1
NEW ENGLAND	**1,680**		**491**	**2**
NEW YORK	7,720		2,657	1
NEW JERSEY	977		367	1
PENNSYLVANIA	11,151		2,316	2
MIDDLE ATLANTIC	**19,848**		**5,340**	**4**
OHIO	28,404		10,403	
INDIANA	35,130		13,729	
ILLINOIS	61,245		27,044	4
MICHIGAN	19,582		6,571	
WISCONSIN	33,216		6,374	2
EAST NO. CENTRAL	**177,577**		**64,121**	**6**
MINNESOTA	50,130		17,252	3
IOWA	58,115		26,659	3
MISSOURI	31,937		11,618	
NORTH DAKOTA	22,923		10,911	
SOUTH DAKOTA	25,794		11,830	
NEBRASKA	31,983		19,464	2
KANSAS	28,224		14,371	1
WEST NO. CENTRAL	**249,116**		**112,105**	**9**
DELAWARE	213		438	
MARYLAND	631		1,215	3
DISTRICT OF COLUMBIA	47		4	
VIRGINIA	930		1,875	1
WEST VIRGINIA	124		169	
NORTH CAROLINA	1,303		3,558	2
SOUTH CAROLINA	543		1,471	2
GEORGIA	1,177		2,711	
FLORIDA	977		637	3
SOUTH ATLANTIC	**5,945**		**12,078**	**11**
KENTUCKY	1,984		2,940	1
TENNESSEE	1,403		2,820	1
ALABAMA	854		1,578	
MISSISSIPPI	553		3,127	
EAST SO. CENTRAL	**4,794**		**10,465**	**2**
ARKANSAS	868		4,810	
LOUISIANA	407	59	2,785	3
OKLAHOMA	2,444	189	4,143	
TEXAS	3,488	96,560	9,620	5
WEST SO. CENTRAL	**7,207**	**96,808**	**21,358**	**8**
MONTANA	6,999		4,630	12
IDAHO	4,049		1,812	21
WYOMING	2,410		768	103
COLORADO	8,215		3,993	13
NEW MEXICO	219	2,081	536	1
ARIZONA	713		434	11
UTAH	1,142		459	5,387
NEVADA	375		124	184
MOUNTAIN	**24,122**	**2,081**	**12,756**	**5,732**
ALASKA	95		19	1
WASHINGTON	4,511		2,461	16
OREGON	3,437		1,123	2
CALIFORNIA	1,578		2,503	28
HAWAII	54		7	
PACIFIC	**9,675**		**6,113**	**47**
MISCELLANEOUS		576		
UNCLASSIFIED				
UNITED STATES	**499,964**	**99,465**	**244,827**	**5,821**
POSSESSIONS & OTHER AREAS	3			
U. S. & POSSESSIONS, ETC.	**499,967**	**99,465**	**244,827**	**5,821**
CANADA	240			2
FOREIGN	257			
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	54			
GRAND TOTAL	**500,518**	**99,465**	**244,827**	**5,823**

	WALLACES FARMER	WASHINGTON FARMER-STOCKMAN	WESTERN FARMER-STOCKMAN MAGAZINES	WESTERN LIVESTOCK JOURNAL
MAINE		2	15	7
NEW HAMPSHIRE	2	2	7	8
VERMONT			1	4
MASSACHUSETTS	8	1	5	18
RHODE ISLAND	1	1	1	2
CONNECTICUT	6	1	27	18
NEW ENGLAND	**17**	**7**	**56**	**57**
NEW YORK	18	5	42	42
NEW JERSEY	9	2	18	16
PENNSYLVANIA	22	5	39	49
MIDDLE ATLANTIC	**49**	**12**	**99**	**107**
OHIO	35	2	24	83
INDIANA	204		24	79
ILLINOIS	265	6	68	232
MICHIGAN	28	1	25	54
WISCONSIN	72	6	46	93
EAST NO. CENTRAL	**604**	**15**	**187**	**541**
MINNESOTA	38,801	5	71	135
IOWA	80,076	7	59	430
MISSOURI	15,993	8	31	335
NORTH DAKOTA	6,292	1	108	251
SOUTH DAKOTA	11,190	3	74	364
NEBRASKA	22,265	4	42	739
KANSAS	9,416	6	44	568
WEST NO. CENTRAL	**184,033**	**34**	**429**	**2,822**
DELAWARE	3		3	8
MARYLAND	19	4	18	24
DISTRICT OF COLUMBIA	8		8	8
VIRGINIA	12	5	20	49
WEST VIRGINIA	1		2	12
NORTH CAROLINA	12	2	23	43
SOUTH CAROLINA	5		16	12
GEORGIA	13	2	16	50
FLORIDA	52	6	45	87
SOUTH ATLANTIC	**125**	**19**	**151**	**293**
KENTUCKY	11	2	10	44
TENNESSEE	5	1	24	85
ALABAMA	4		15	60
MISSISSIPPI	5		5	37
EAST SO. CENTRAL	**25**	**3**	**54**	**226**
ARKANSAS	21	1	9	109
LOUISIANA	4	1	8	77
OKLAHOMA	14		18	580
TEXAS	81	11	69	1,154
WEST SO. CENTRAL	**120**	**13**	**104**	**1,920**
MONTANA	9	81	23,291	782
IDAHO	8	101	12,712	903
WYOMING	3	9	1,669	714
COLORADO	53	10	89	1,419
NEW MEXICO	12	1	68	402
ARIZONA	96	9	1,761	624
UTAH	8	5	5,524	634
NEVADA	7	7	401	809
MOUNTAIN	**196**	**223**	**45,515**	**6,287**
ALASKA	4	11	37	21
WASHINGTON	23	18,464	19,057	672
OREGON	13	97	13,747	1,783
CALIFORNIA	128	41	506	5,730
HAWAII	1	2	10	20
PACIFIC	**169**	**18,615**	**33,357**	**8,226**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**185,338**	**18,941**	**79,952**	**20,479**
POSSESSIONS & OTHER AREAS				
U. S. & POSSESSIONS, ETC.	**185,338**	**18,941**	**79,952**	**20,479**
CANADA	16	3	23	118
FOREIGN	4	3	11	17
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	**185,358**	**18,947**	**79,986**	**20,614**

	WISCONSIN AGRICULTURIST	WYOMING STOCKMAN-FARMER
MAINE		
NEW HAMPSHIRE	1	
VERMONT	2	
MASSACHUSETTS	2	
RHODE ISLAND		
CONNECTICUT	1	
NEW ENGLAND	6	
NEW YORK	5	
NEW JERSEY	2	
PENNSYLVANIA	4	
MIDDLE ATLANTIC	11	
OHIO	4	
INDIANA	9	
ILLINOIS	178	
MICHIGAN	60	
WISCONSIN	49,346	
EAST NO. CENTRAL	49,597	
MINNESOTA	74	
IOWA	37	
MISSOURI	9	
NORTH DAKOTA	3	
SOUTH DAKOTA	1	
NEBRASKA	4	
KANSAS	6	
WEST NO. CENTRAL	134	
DELAWARE		
MARYLAND	2	
DISTRICT OF COLUMBIA	2	
VIRGINIA	1	
WEST VIRGINIA	2	
NORTH CAROLINA	3	
SOUTH CAROLINA	1	
GEORGIA	6	
FLORIDA	25	
SOUTH ATLANTIC	42	
KENTUCKY	1	
TENNESSEE	8	
ALABAMA		
MISSISSIPPI		
EAST SO. CENTRAL	9	
ARKANSAS	9	
LOUISIANA	1	
OKLAHOMA		
TEXAS	5	
WEST SO. CENTRAL	15	
MONTANA	2	
IDAHO	1	
WYOMING	1	5,080
COLORADO	4	
NEW MEXICO	5	
ARIZONA	16	
UTAH	4	
NEVADA	4	
MOUNTAIN	37	5,080
ALASKA	1	
WASHINGTON	10	
OREGON	1	
CALIFORNIA	17	
HAWAII	1	
PACIFIC	30	
MISCELLANEOUS		
UNCLASSIFIED		596
UNITED STATES	49,881	5,676
POSSESSIONS & OTHER AREAS		
U. S. & POSSESSIONS, ETC.	49,881	5,676
CANADA	2	
FOREIGN	1	
UNCLASSIFIED		
MILITARY OR CIVILIAN PERSONNEL OVERSEAS		
GRAND TOTAL	49,884	5,676

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL - CROP EDITIONS ONLY			
	CORN MARKET	CORN MARKET-NORTH	CORN MARKET-SOUTH	WHEAT MARKET
MAINE	1,536	1,536		
NEW HAMPSHIRE	643	643		
VERMONT	2,209	2,209		
MASSACHUSETTS	1,181	1,181		
RHODE ISLAND	148	148		
CONNECTICUT	1,202	1,202		
NEW ENGLAND	**6,919**	**6,919**		
NEW YORK	16,416	16,416		
NEW JERSEY	2,004	2,004		
PENNSYLVANIA	22,100	22,100		
MIDDLE ATLANTIC	**40,520**	**40,520**		
OHIO	36,812	36,812		
INDIANA	35,355	35,355		
ILLINOIS	58,774	58,774		
MICHIGAN	23,118	23,118		
WISCONSIN	38,595	38,595		
EAST NO. CENTRAL	**192,654**	**192,654**		
MINNESOTA	51,456	51,456		51,456
IOWA	76,629	76,629		
MISSOURI	38,417	38,417		
NORTH DAKOTA	22,819	22,819		22,819
SOUTH DAKOTA	23,530	23,530		23,530
NEBRASKA	42,706	42,706		42,706
KANSAS	38,649	38,649		38,649
WEST NO. CENTRAL	**294,206**	**294,206**		**179,160**
DELAWARE	1,266	1,266		
MARYLAND	4,884	4,884		
DISTRICT OF COLUMBIA	54	54		
VIRGINIA	10,084		10,084	
WEST VIRGINIA	2,832		2,832	
NORTH CAROLINA	14,949		14,949	
SOUTH CAROLINA	5,214		5,214	
GEORGIA	11,128		11,128	
FLORIDA	4,579		4,579	
SOUTH ATLANTIC	**54,990**	**6,204**	**48,786**	
KENTUCKY	13,913		13,913	
TENNESSEE	13,566		13,566	
ALABAMA	8,237		8,237	
MISSISSIPPI				
EAST SO. CENTRAL	**35,716**		**35,716**	
ARKANSAS				
LOUISIANA				
OKLAHOMA				19,251
TEXAS				36,653
WEST SO. CENTRAL				**55,904**
MONTANA				12,637
IDAHO				9,228
WYOMING				3,725
COLORADO	11,986	11,986		11,986
NEW MEXICO				2,464
ARIZONA				
UTAH				3,339
NEVADA				
MOUNTAIN	**11,986**	**11,986**		**43,379**
ALASKA				123
WASHINGTON				9,762
OREGON				7,145
CALIFORNIA				
HAWAII				
PACIFIC				**17,030**
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**636,991**	**552,489**	**84,502**	**295,473**
POSSESSIONS & OTHER AREAS	9	9		9
U. S. & POSSESSIONS, ETC.	**637,000**	**552,498**	**84,502**	**295,482**
CANADA	101	101		101
FOREIGN	205	205		205
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	32	32		32
GRAND TOTAL	**637,338**	**552,836**	**84,502**	**295,820**

	FARM JOURNAL - CROP EDITIONS ONLY			
	SOYBEAN MARKET	SOYBEAN MARKET-NORTH	SOYBEAN MARKET-SOUTH	SORGHUM MARKET
MAINE				
NEW HAMPSHIRE				
VERMONT				
MASSACHUSETTS				
RHODE ISLAND				
CONNECTICUT				
NEW ENGLAND				
NEW YORK				
NEW JERSEY	2,004		2,004	
PENNSYLVANIA				
MIDDLE ATLANTIC	**2,004**		**2,004**	
OHIO	36,812	36,812		
INDIANA	35,355	35,355		
ILLINOIS	58,774	58,774		
MICHIGAN	23,118	23,118		
WISCONSIN				
EAST NO. CENTRAL	**154,059**	**154,059**		
MINNESOTA	51,456	51,456		
IOWA	76,629	76,629		
MISSOURI	38,417	38,417		38,417
NORTH DAKOTA	22,819	22,819		22,819
SOUTH DAKOTA	23,530	23,530		23,530
NEBRASKA	42,706	42,706		42,706
KANSAS	38,649	38,649		38,649
WEST NO. CENTRAL	**294,206**	**294,206**		**166,121**
DELAWARE	1,266		1,266	
MARYLAND	4,884		4,884	
DISTRICT OF COLUMBIA	54		54	
VIRGINIA	10,084		10,084	
WEST VIRGINIA	2,832		2,832	
NORTH CAROLINA	14,949		14,949	
SOUTH CAROLINA	5,214		5,214	
GEORGIA	11,128		11,128	
FLORIDA	4,579		4,579	
SOUTH ATLANTIC	**54,990**		**54,990**	
KENTUCKY	13,913		13,913	
TENNESSEE	13,566		13,566	
ALABAMA	8,237		8,237	
MISSISSIPPI	7,882		7,882	7,882
EAST SO. CENTRAL	**43,598**		**43,598**	**7,882**
ARKANSAS	11,302		11,302	11,302
LOUISIANA	6,824		6,824	6,824
OKLAHOMA				19,251
TEXAS				36,653
WEST SO. CENTRAL	**18,126**		**18,126**	**74,030**
MONTANA				
IDAHO				
WYOMING				
COLORADO				11,986
NEW MEXICO				2,464
ARIZONA				
UTAH				
NEVADA				
MOUNTAIN				**14,450**
ALASKA				
WASHINGTON				
OREGON				
CALIFORNIA				
HAWAII				
PACIFIC				
MISCELLANEOUS				
UNCLASSIFIED				
UNITED STATES	**566,983**	**448,265**	**118,718**	**262,483**
POSSESSIONS & OTHER AREAS	9	9		
U. S. & POSSESSIONS, ETC.	**566,992**	**448,274**	**118,718**	**262,483**
CANADA	101	101		
FOREIGN	205	205		
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS	32	32		
GRAND TOTAL	**567,330**	**448,612**	**118,718**	**262,483**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	FARM JOURNAL COTTON TODAY		
	PAID	NON-PAID	TOTAL
MAINE			
NEW HAMPSHIRE			
VERMONT			
MASSACHUSETTS			
RHODE ISLAND			
CONNECTICUT			
NEW ENGLAND			
NEW YORK			
NEW JERSEY			
PENNSYLVANIA			
MIDDLE ATLANTIC			
OHIO			
INDIANA			
ILLINOIS			
MICHIGAN			
WISCONSIN			
EAST NO. CENTRAL			
MINNESOTA			
IOWA			
MISSOURI	361	697	1,058
NORTH DAKOTA			
SOUTH DAKOTA			
NEBRASKA			
KANSAS			
WEST NO. CENTRAL	361	697	1,058
DELAWARE			
MARYLAND			
DISTRICT OF COLUMBIA			
VIRGINIA			
WEST VIRGINIA			
NORTH CAROLINA	647	690	1,337
SOUTH CAROLINA	283	438	721
GEORGIA	690	900	1,590
FLORIDA	88	82	170
SOUTH ATLANTIC	1,708	2,110	3,818
KENTUCKY			
TENNESSEE	774	1,084	1,858
ALABAMA	530	797	1,327
MISSISSIPPI	746	1,998	2,744
EAST SO. CENTRAL	2,050	3,879	5,929
ARKANSAS	507	1,365	1,872
LOUISIANA	449	1,404	1,853
OKLAHOMA	711	1,350	2,061
TEXAS	3,470	7,845	11,315
WEST SO. CENTRAL	5,137	11,964	17,101
MONTANA			
IDAHO			
WYOMING			
COLORADO			
NEW MEXICO	171	315	486
ARIZONA	285	433	718
UTAH			
NEVADA	4	1	5
MOUNTAIN	460	749	1,209
ALASKA			
WASHINGTON			
OREGON			
CALIFORNIA	1,029	1,262	2,291
HAWAII			
PACIFIC	1,029	1,262	2,291
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	10,745	20,661	31,406
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	10,745	20,661	31,406
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	10,745	20,661	31,406

	PAID	FARM JOURNAL WHEAT TODAY NON-PAID	TOTAL
MAINE	25	3	28
NEW HAMPSHIRE	19		19
VERMONT	8	5	13
MASSACHUSETTS	8	7	15
RHODE ISLAND			
CONNECTICUT	4	5	9
NEW ENGLAND	**64**	**20**	**84**
NEW YORK	551	341	892
NEW JERSEY	100	53	153
PENNSYLVANIA	443	251	694
MIDDLE ATLANTIC	**1,094**	**645**	**1,739**
OHIO	3,625	2,392	6,017
INDIANA	2,654	2,014	4,668
ILLINOIS	4,554	4,211	8,765
MICHIGAN	1,994	1,284	3,278
WISCONSIN	422	422	844
EAST NO. CENTRAL	**13,249**	**10,323**	**23,572**
MINNESOTA	3,656	4,405	8,061
IOWA	469	316	785
MISSOURI	4,486	4,358	8,844
NORTH DAKOTA	6,699	12,291	18,990
SOUTH DAKOTA	3,997	5,165	9,162
NEBRASKA	4,374	3,774	8,148
KANSAS	13,098	13,204	26,302
WEST NO. CENTRAL	**36,779**	**43,513**	**80,292**
DELAWARE	172	130	302
MARYLAND	436	352	788
DISTRICT OF COLUMBIA	5	1	6
VIRGINIA	526	600	1,126
WEST VIRGINIA	34	16	50
NORTH CAROLINA	1,283	1,274	2,557
SOUTH CAROLINA	518	758	1,276
GEORGIA	913	1,146	2,059
FLORIDA	170	169	339
SOUTH ATLANTIC	**4,057**	**4,446**	**8,503**
KENTUCKY	927	1,102	2,029
TENNESSEE	1,039	1,222	2,261
ALABAMA	410	590	1,000
MISSISSIPPI	476	1,039	1,515
EAST SO. CENTRAL	**2,852**	**3,953**	**6,805**
ARKANSAS	1,107	2,482	3,589
LOUISIANA	344	779	1,123
OKLAHOMA	4,456	7,548	12,004
TEXAS	3,644	7,650	11,294
WEST SO. CENTRAL	**9,551**	**18,459**	**28,010**
MONTANA	3,179	4,341	7,520
IDAHO	1,717	1,824	3,541
WYOMING	324	314	638
COLORADO	2,466	2,329	4,795
NEW MEXICO	295	441	736
ARIZONA	197	207	404
UTAH	245	299	544
NEVADA	34	32	66
MOUNTAIN	**8,457**	**9,787**	**18,244**
ALASKA	7	3	10
WASHINGTON	2,434	1,798	4,232
OREGON	1,057	808	1,865
CALIFORNIA	1,031	1,110	2,141
HAWAII	7	1	8
PACIFIC	**4,536**	**3,720**	**8,256**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**80,639**	**94,866**	**175,505**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**80,639**	**94,866**	**175,505**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**80,639**	**94,866**	**175,505**

	SUCCESSFUL FARMING LIVESTOCK EDITIONS PAID		
	HOG	BEEF	DAIRY
MAINE	60	131	121
NEW HAMPSHIRE	19	28	38
VERMONT	64	121	303
MASSACHUSETTS	44	62	82
RHODE ISLAND	6	9	7
CONNECTICUT	76	157	153
NEW ENGLAND	**269**	**508**	**704**
NEW YORK	1,179	2,419	3,752
NEW JERSEY	179	255	213
PENNSYLVANIA	2,934	5,691	4,937
MIDDLE ATLANTIC	**4,292**	**8,365**	**8,902**
OHIO	8,114	11,017	5,254
INDIANA	12,855	14,696	4,529
ILLINOIS	20,811	26,607	7,931
MICHIGAN	4,444	7,066	4,677
WISCONSIN	7,955	15,855	21,523
EAST NO. CENTRAL	**54,179**	**75,241**	**43,914**
MINNESOTA	22,421	27,362	20,018
IOWA	31,829	30,899	8,187
MISSOURI	13,127	22,041	6,576
NORTH DAKOTA	4,157	11,354	3,116
SOUTH DAKOTA	15,145	19,297	11,611
NEBRASKA	12,390	19,421	3,322
KANSAS	11,885	20,034	7,244
WEST NO. CENTRAL	**110,954**	**150,408**	**60,074**
DELAWARE	44	46	31
MARYLAND	124	201	142
DISTRICT OF COLUMBIA	12	14	9
VIRGINIA	230	383	227
WEST VIRGINIA	39	62	37
NORTH CAROLINA	355	408	242
SOUTH CAROLINA	177	187	119
GEORGIA	418	493	295
FLORIDA	222	302	171
SOUTH ATLANTIC	**1,621**	**2,096**	**1,273**
KENTUCKY	581	950	456
TENNESSEE	432	636	371
ALABAMA	235	370	220
MISSISSIPPI	116	222	110
EAST SO. CENTRAL	**1,364**	**2,178**	**1,157**
ARKANSAS	168	267	147
LOUISIANA	79	125	81
OKLAHOMA	521	1,741	588
TEXAS	844	1,593	806
WEST SO. CENTRAL	**1,612**	**3,726**	**1,622**
MONTANA	1,307	4,534	633
IDAHO	924	2,278	954
WYOMING	474	11,638	319
COLORADO	1,805	4,769	1,115
NEW MEXICO	45	112	34
ARIZONA	180	271	103
UTAH	166	620	199
NEVADA	55	178	45
MOUNTAIN	**4,956**	**14,400**	**3,402**
ALASKA	20	29	13
WASHINGTON	715	1,966	659
OREGON	619	1,715	529
CALIFORNIA	307	540	255
HAWAII	13	16	7
PACIFIC	**1,674**	**4,266**	**1,463**
MISCELLANEOUS			
UNCLASSIFIED			
UNITED STATES	**180,921**	**261,188**	**122,511**
POSSESSIONS & OTHER AREAS			
U. S. & POSSESSIONS, ETC.	**180,921**	**261,188**	**122,511**
CANADA			
FOREIGN			
UNCLASSIFIED			
MILITARY OR CIVILIAN PERSONNEL OVERSEAS			
GRAND TOTAL	**180,921**	**261,188**	**122,511**

Preliminary figures as filed with **Audit Bureau of Circulations** *subject to audit.*

	CATTLEMEN	COUNTRY GUIDE	COUNTRY GUIDE DEMOGRAPHIC EDITIONS ONLY DAIRY	CORN
NEWFOUNDLAND	30	225	42	
NOVA SCOTIA	537	2,463	494	
PRINCE EDWARD ISLAND	216	1,551	389	
NEW BRUNSWICK	613	2,914	417	
QUEBEC	1,257	3,770	606	3,885
ONTARIO	11,238	41,095	9,717	42,666
MANITOBA	3,318	19,398	2,153	
SASKATCHEWAN	5,996	34,316	2,377	
ALBERTA	11,945	37,108	3,492	
BRITISH COLUMBIA	1,892	7,097	839	
NORTHWEST TERRITORIES	8	46	1	
YUKON TERRITORY	2	71	4	
MISCELLANEOUS				
UNCLASSIFIED				
TOTAL CANADA	37,052	150,054	20,531	46,551
BRITISH COMMONWEALTH	11	18	2	
UNITED STATES	113	104	26	
FOREIGN	41	69	25	
UNCLASSIFIED				
MILITARY OR CIVILIAN PERSONNEL OVERSEAS				
GRAND TOTAL	37,217	150,245	20,584	46,551

	GRAINEWS	LA TERRE DE CHEZ NOUS	LE BULLETIN DES AGRICULTEURS	ONTARIO FARMER	THE WESTERN PRODUCER
NEWFOUNDLAND	6	1		8	6
NOVA SCOTIA	43	2	1	78	92
PRINCE EDWARD ISLAND	39	2		138	33
NEW BRUNSWICK	33	256	605	68	83
QUEBEC	84	43,059	42,299	896	145
ONTARIO	943	492	1,276	36,501	1,960
MANITOBA	11,565	22	9	42	11,783
SASKATCHEWAN	26,302	3	1	37	65,938
ALBERTA	21,460	12	15	55	32,526
BRITISH COLUMBIA	1,625	6	5	19	10,350
NORTHWEST TERRITORIES	14	1	1		85
YUKON TERRITORY	22		1		111
MISCELLANEOUS					
UNCLASSIFIED					
TOTAL CANADA	62,136	43,856	44,213	37,842	123,112
BRITISH COMMONWEALTH					
UNITED STATES	1,194	9	1	164	96
FOREIGN	130	46	14	18	35
UNCLASSIFIED					
MILITARY OR CIVILIAN PERSONNEL OVERSEAS					
GRAND TOTAL	63,460	43,911	44,228	38,024	123,243

Audit Bureau
of Circulations

Religious Publications

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME	SUBSCRIP-TIONS	AVERAGES FOR 6 MONTHS ENDED 6/30/91 SINGLE COPY SALES	TOTAL PAID	6 MONTHS ENDED 6/30/90 TOTAL PAID	INCREASE OR DECREASE
U.S.					
CATHOLIC NEW YORK	131,060		131,060	131,156 #	(0.1)
JEWISH EXPONENT	50,563	100	50,663	50,048	1.2
THE JEWISH WEEK	86,463	771	87,234	88,935	(2.0)
THE LONG ISLAND CATHOLIC	130,084		130,084	132,076 #	(1.5)
THE METROWEST JEWISH NEWS	21,225		21,225	22,682	(6.9)
THE TABLET	71,229	19,421	90,650	96,102 #	(6.0)

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AUGUST 22, 1991

SUPPLEMENT TO ABC PERIODICAL FAS-FAX

Circulation Averages for period ended June 30, 1991

This supplement provides circulation data on publications that filed their regular June 30, 1991 Publisher's Statements subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
U.S.												
AMERICAN FILM (None Claimed)	2.50	6	77,891	12,189	90,080	6	83,677	16,347	100,024	(6.9)	(25.4)	(9.9)
AMERICAN HANDGUNNER (None Claimed)	2.95	3	94,553	53,243	147,796	3	108,433	52,710	161,143	(12.8)	1.0	(8.3)
THE AMERICAN LAWYER (None Claimed)	20.00	5	18,454	26	18,480	5	19,218	35	19,253	(4.0)	(25.7)	(4.0)
ARCHIE COMICS GROUP (1,250,000)	(c)	6	21,162	930,843	952,005	6		1,137,850	1,137,850		(18.2)	(16.3)
BICYCLE GUIDE (165,000)	2.50	5	118,862	41,456	160,318	5	120,055	45,170	165,225 ^	(1.0)	(8.2)	(3.0)
BUCKMASTERS WHITETAIL MAGAZINE (None Claimed)	3.95	1	63,680	30,831	94,511	PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2			(a)			
COLUMBUS MONTHLY (None Claimed)	1.95	6	30,953	4,525	35,478	6	31,494	4,214	35,708	(1.7)	7.4	(0.6)
*COOKING LIGHT (900,000)	2.50	3	860,758	101,329	962,087	3	769,595	101,050	870,645	11.9	0.3	10.5
COONHOUND BLOODLINES (None Claimed)	2.50	6	23,952	59	24,011	6	23,240	67	23,307 ^	3.1	(11.9)	3.0
COUNTRY LIVING (OHIO) (None Claimed)	N/A	6	219,475		219,475	5	214,205		214,205	2.5		2.5
DATA BASED ADVISOR (None Claimed)	3.95	6	31,307	8,812	40,119	6	32,506	8,136	40,642	(3.7)	8.3	(1.3)
DOG WORLD (None Claimed)	3.50	6	31,399	27,225	58,624	6	32,014	30,068	62,082	(1.9)	(9.5)	(5.6)
DUCKS UNLIMITED (585,000)	1.50	3	597,612		597,612	3	621,253		621,253	(3.8)		(3.8)
DUNE BUGGIES AND HOT VW'S (None Claimed)	2.75	6	32,390	68,771	101,161	6	33,836	68,922	102,758 @	(4.3)	(0.2)	(1.5)

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
ELEVEN MAGAZINE (150,000)	N/A	6	164,259		164,259	6	151,844		151,844	8.2		8.2
FISHING WORLD (250,000)	2.95	3	248,556	6,124	254,680	4	306,743	6,532	313,275	(19.0)	(6.3)	(18.7)
FLYING MODELS (None Claimed)	2.95	6	10,698	13,224	23,922	6	11,112	14,687	25,799	(3.7)	(10.0)	(7.3)
*FOOD & WINE (800,000)	2.50	6	774,639	37,130	811,769	6	781,983	39,407	821,390	(0.9)	(5.8)	(1.2)
FOREIGN AFFAIRS (115,000)	6.95	3	100,210	17,416	117,626	3	93,971	16,477	110,448	6.6	5.7	6.5
FREQUENT FLYER MAGAZINE - PART II OF THE POCKET FLIGHT GUIDES (320,000)	N/A	6	298,345		298,345	6	329,906		329,906	(9.6)		(9.6)
GOLF WORLD MAGAZINE (128,000)	1.50	25	142,249	516	142,765	25	118,074		118,074	20.5		20.9
GRAND RAPIDS MAGAZINE (None Claimed)	2.00	6	5,380	836	6,216	PUBLISHER ANALYZES NON-PAID CIRCULATION, SEE PART 2 6	5,428	752	6,180	(0.9)	11.2	0.6
GUITAR FOR THE PRACTICING MUSICIAN (None Claimed)	3.50	6	55,023	123,334	178,357	6	58,491	119,060	177,551	(5.9)	3.6	0.4
GUITAR PLAYER (None Claimed)	3.50	6	49,984	70,058	120,042	6	58,129	77,874	136,003	(14.0)	(10.0)	(11.7)
GUNS MAGAZINE (None Claimed)	2.95	6	113,949	50,167	164,116	6	112,121	52,329	164,450	1.6	(4.1)	(0.2)
HORSEPLAY (None Claimed)	2.95	6	37,666	5,754	43,420	6	34,282	3,728	38,010	9.9	54.3	14.2
ILLINOIS RURAL ELECTRIC NEWS (None Claimed)	N/A	6	136,838		136,838	6	135,849		135,849	0.7		0.7
KEYBOARD (None Claimed)	3.50	6	36,626	33,403	70,029	6	37,332	33,883	71,215	(1.9)	(1.4)	(1.7)
MARVEL COMICS GROUP (6,500,000)	(c)	6	171,650	7,734,083	7,905,733	6	144,288	6,167,695	6,311,983	19.0	25.4	25.3

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
MATURE OUTLOOK (700,000)	1.75	3	702,089		702,089	3	759,254		759,254	(7.5)		(7.5)
MICHIGAN LIVING (None Claimed)	1.00	6	1,022,221		1,022,221	6	1,024,568		1,024,568	(0.2)		(0.2)
MOTHER JONES (165,000)	2.95	3	129,127	20,787	149,914	4	167,273	15,898	183,171 @	(22.8)	30.8	(18.2)
MOTORLAND to 06/01/91 (1,825,000) since 06/01/91 (1,975,000)	0.50	3	2,000,046		2,000,046	3	1,902,234		1,902,234	5.1		5.1
MUSICIAN (None Claimed)	2.95	6	70,377	47,715	118,092	6	46,508	44,926	91,434 @	51.3	6.2	29.2
*MUSTANG & FORDS (None Claimed)	3.50	3	50,268	69,114	119,382	3	54,500	75,914	130,414	(7.8)	(9.0)	(8.5)
*NATIONAL ENQUIRER (4,000,000)	0.85	26	376,116	3,329,914	3,706,030	26	398,050	3,621,137	4,019,187	(5.5)	(8.0)	(7.8)
NATIONAL LAMPOON (250,000)	2.95	5	91,705	78,385	170,090	3	102,636	122,837	225,473 @	(10.6)	(36.2)	(24.6)
NEW JERSEY LAWYER (16,000)	10.00	3	17,689		17,689	3	16,595		16,595	6.6		6.6
NEW JERSEY MONTHLY (None Claimed)	2.95	6	74,620	11,265	85,885	6	86,029	13,615	99,644	(13.3)	(17.3)	(13.8)
NORTH AMERICAN FISHERMAN (135,000)	N/A	3	157,891		157,891	3	107,828		107,828 @	46.4		46.4
*PETERSEN'S 4 WHEEL (335,000)	2.95	6	217,453	110,209	327,662	6	216,327	140,880	357,207	0.5	(21.8)	(8.3)
RADIO CONTROL CAR ACTION (None Claimed)	3.95	6	51,741	68,894	120,635				(a)			
RAILROAD MODEL CRAFTSMAN (None Claimed)	2.95	6	30,325	42,031	72,356	6	32,513	42,623	75,136	(6.7)	(1.4)	(3.7)

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	AVERAGES FOR SIX MONTHS ENDED 6/30/91					AVERAGES FOR SIX MONTHS ENDED 6/30/90				% OF INCREASE OR DECREASE		
	SINGLE COPY PRICE	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
SEATTLE WEEKLY (None Claimed)	0.75	26	19,553	13,452	33,005	26	20,679	13,340	34,019	(5.4)	0.8	(3.0)
SOAP OPERA WEEKLY (500,000)	1.09	26	16,243	470,214	486,457				(a)			
SOPHISTICATE'S HAIRSTYLE GUIDE (90,000)	2.95	3		117,513	117,513	3		116,349	116,349		1.0	1.0
SPORTSCAR (None Claimed)	2.95	6	40,791		40,791	6	40,335		40,335	1.1		1.1
SPY (150,000)	2.95	5	79,316	63,140	142,456	6	73,351	73,257	146,608	8.1	(13.8)	(2.8)
ST. LOUIS MAGAZINE, INC. (None Claimed)	1.95	6	23,857	6,119	29,976	6	27,376	7,170	34,546	(12.9)	(14.7)	(13.2)
*STAR (3,500,000)	0.85	26	356,735	2,851,216	3,207,951	26	478,273	3,137,419	3,615,692	(25.4)	(9.1)	(11.3)
TEACHING PRE K-8 (None Claimed)	3.00	5	116,015		116,015	5	103,547		103,547	12.0		12.0
TEXAS FISH & GAME (None Claimed)	1.95	6	78,869	7,328	86,197	6	58,049	5,373	63,422	35.9	36.4	35.9
TRAILER BOATS (80,000)	2.95	6	69,406	18,028	87,434	6	59,234	22,301	81,535	17.2	(19.2)	7.2
TRUCKIN' (None Claimed)	3.25	6	30,988	170,412	201,400	6	28,381	181,299	209,680	9.2	(6.0)	(4.0)
VISTA USA (900,000)	0.75	2	712,664		712,664	2	792,256		792,256	(10.1)		(10.1)
WESTERN OUTDOORS (None Claimed)	2.50	5	108,908	7,094	116,002	5	113,118	7,565	120,683	(3.7)	(6.2)	(3.9)
YM (975,000)	2.00	5	748,864	255,500	1,004,364	5	801,233	198,900	1,000,133	(6.5)	28.5	0.4
CANADA												
ACTIF (None Claimed)	3.75	6	11,600	450	12,050	6	10,378	583	10,961	11.8	(22.8)	9.9

ANALYZED PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PART 1

PUBLICATION NAME (RATE BASE/CIRC GUAR)	SINGLE COPY PRICE	AVERAGES FOR SIX MONTHS ENDED 6/30/91 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	AVERAGES FOR SIX MONTHS ENDED 6/30/90 ISSUES IN PERIOD	SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID	% OF INCREASE OR DECREASE SUB-SCRIP-TIONS	SINGLE COPY SALES	TOTAL PAID
FINANCIAL TIMES OF CANADA (None Claimed)	1.00	25	95,207	5,145	100,352	26	94,233	4,842	99,075	1.0	6.3	1.3
GEORGIAN BAY TODAY (None Claimed)	1.00	2	526	2,980	3,506	2	503	3,626	4,129	4.6	(17.8)	(15.1)
ONTARIO OUT OF DOORS (None Claimed)	2.75	5	46,182	6,639	52,821	5	49,130	5,405	54,535 @	(6.0)	22.8	(3.1)
ORAH (None Claimed)	N/A	2	13,057		13,057	2	13,257		13,257	(1.5)		(1.5)
SENTIER CHASSE-PECHE (None Claimed)	3.50	5	55,778	16,127	71,905	5	60,415	18,866	79,281	(7.7)	(14.5)	(9.3)
TRAVEL A LA CARTE (None Claimed)	N/A	3	141,435		141,435	3	139,196		139,196	1.6		1.6

(a) PERIOD PRIOR TO MEMBERSHIP
(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
@ IDENTIFIES ADJUSTED COMPARISON FIGURES

ANALYZED NON-PAID CIRCULATION
MAGAZINES WITH AT LEAST 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (NON-PAID RATE BASE/CIRC GUAR)	ISSUES IN PERIOD	NON-PAID AVERAGES FOR SIX MONTHS ENDED 6/30/91 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	NON-PAID AVERAGES FOR SIX MONTHS ENDED 6/30/90 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	% OF INCREASE OR DECREASE DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID
BICYCLE GUIDE (9,000)	5		7,434		7,434				(a)				
*EUROPEAN TRAVEL & LIFE (None Claimed)	5		47,184		47,184				(a)				
GOLF WORLD MAGAZINE (None Claimed)	25		4,979		4,979				(a)				
*PREVENTION (None Claimed)	6	25,420	2,003		27,423				(b)				

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(b) CHANGE IN MEMBERSHIP DIVISION
(c) GROUP MEMBER (see cover sheet)
PUBLISHER ANALYZES PAID CIRCULATION, SEE PART 1

* DATA BANK PARTICIPANT
^ INITIAL AUDIT/REINSTATEMENT AUDIT
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ANALYZED PAID AND NON-PAID CIRCULATION
CONTROLLED MAGAZINES, LESS THAN 70% PAID
PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

PUBLICATION NAME (RATE BASE/ CIRC GUAR)	ISSUES IN PERIOD	NON-PAID AND PAID AVERAGES FOR SIX MONTHS ENDED 6/30/91 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	SINGLE COPY PRICE	TOTAL PAID	NON-PAID AND PAID AVERAGES FOR SIX MONTHS ENDED 6/30/90 DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	TOTAL PAID	% OF INCREASE OR DECREASE DIRECT REQUEST	OTHER THAN DIRECT REQUEST	NON-PAID BULK	TOTAL NON-PAID	TOTAL PAID
U.S.																	
WHAT'S ON IN LAS VEGAS to 6/11 (95,000) from 6/11 to 6/24 (100,000) since 6/24 (105,000)	13	723		93,595	94,318	3.50	1,545				(a)	(a)					
WORLD TRADE (None Claimed)	4	25,115	1,750		26,865	2.95	6,418				(b)	(b)					

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
U.S.					
ACCOUNTING TODAY	15,879	12,535	28,414	31,221 ^	(a)
ADVERTISING AGE	87,334		87,334	87,135	90,033
ADWEEK	57,130		57,130	59,090	58,875
ADWEEK NETWORK	71,439	11,834	83,273	85,477	85,366
ADWEEK'S MARKETING WEEK	14,309	11,834	26,143	26,387	26,491
ALLEGHENY BUSINESS NEWS	989	22,632	23,621	24,995	26,749 ^
THE AMERICAN JOURNAL OF CARDIOLOGY	20,547		20,547	19,917	20,897
THE AMERICAN JOURNAL OF MEDICINE	27,151		27,151	23,804	24,353
AMERICAN JOURNAL OF NURSING	229,536	9,206	238,742	236,774	224,003
THE AMERICAN JOURNAL OF SURGERY	14,572		14,572	14,570	14,980
THE AMERICAN SCHOOL BOARD JOURNAL	39,891		39,891	40,526	40,816
AQUACULTURE MAGAZINE	7,380		7,380	7,505	7,465
ARMY	130,078		130,078	140,006	141,429
ART DIRECTION	5,698	563	6,261	6,292	6,574
ARTS & ACTIVITIES	21,675		21,675	23,123	20,868
ASSOCIATION MANAGEMENT	21,451		21,451	21,562	20,877
BROWARD REVIEW	3,184	89	3,273	3,357	3,386
THE BUSINESS JOURNAL SERVING GREATER SACRAMENTO	13,615		13,615	12,871	13,007
THE BUSINESS JOURNAL SERVING PHOENIX AND THE VALLEY OF THE SUN	14,337		14,337	15,049	14,556
THE BUSINESS JOURNAL SERVING THE SANTA CLARA VALLEY	13,734		13,734	13,502	12,978
CONSTRUCCION PAN-AMERICANA		11,701	11,701	11,175	11,220
CONSTRUCTION & MINING MACHINERY EN ESPANOL		15,260	15,260	15,859	14,919 ^
CORPORATE REPORT MINNESOTA	10,473	5,093	15,566	16,011	16,993
CRAIN'S CHICAGO BUSINESS	48,122	2,610	50,732	51,152	50,800
CRAIN'S NEW YORK BUSINESS	45,617	25,528	71,145	71,538	68,732 @
DALLAS BUSINESS JOURNAL	11,264		11,264	11,647	11,975

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
DEFENSE & DIPLOMACY	2,391	8,367	10,758	12,553	12,719
DESIGNERS WEST	24,583	10,535	35,118	36,789	41,174
DIRECT MARKETING MAGAZINE	11,155	310	11,465	13,242 ^	
DISCOUNT STORE NEWS	6,868	25,184	32,052	31,827	32,085
DO-IT-YOURSELF RETAILING	21,943	48,713	70,656	70,328	70,510
ELECTRICAL WHOLESALING	14,514	8,078	22,592	19,560	20,188
ELECTRICAL WORLD	4,697	41,603	46,300	45,560	45,398
THE EXECUTIVE EDUCATOR	14,753		14,753	14,911	14,861
FIRE ENGINEERING	41,417		41,417	40,966	40,613
THE FLORIDA SHIPPER MAGAZINE	1,655		1,655	1,615	1,538
FOOD TECHNOLOGY	22,044	2,581	24,625	26,164	25,790
THE 4TH MEDIA JOURNAL	516	21,668	22,184	23,298	17,469 ^
FRAMES	20,096		20,096	20,331	20,349
GIFTS & DECORATIVE ACCESSORIES	33,122		33,122	34,002	34,219
THE GREATER CINCINNATI BUSINESS RECORD	10,002		10,002	10,074	9,525
HARDWARE AGE	4,564	66,884	71,448	71,648	71,490
HAWAII BUSINESS	10,095		10,095	10,635	10,537
HOUSTON BUSINESS JOURNAL	15,325		15,325	15,245	15,369
ID INTERNATIONAL DESIGN	17,750		17,750	19,140	18,933
THE JEWELERS' CIRCULAR-KEYSTONE	33,051		33,051	35,061	36,072
THE JOURNAL OF ACCOUNTANCY	326,218		326,218	325,521	328,090
LOS ANGELES BUSINESS JOURNAL	15,555	7,678	23,233	18,929	38,310
MIAMI REVIEW	5,486	101	5,587	5,676	5,712
MINNEAPOLIS/ST. PAUL CITYBUSINESS	7,360	9,092	16,452	19,414	19,057 @
MODERN SALON	110,631	20,380	131,011	131,629	132,724
NATION'S RESTAURANT NEWS	81,080	4,444	85,524	88,337	91,108
NATIONAL DEFENSE	25,518	823	26,341	32,719	36,257
THE NATIONAL LOCKSMITH	17,860		17,860	18,092	18,481
NATIONAL PETROLEUM NEWS	13,213		13,213	13,614	13,780
THE NATIONAL UNDERWRITER LIFE & HEALTH/FINANCIAL SERVICES EDITION	18,502		18,502	18,663	18,026
THE NATIONAL UNDERWRITER PROPERTY AND CASUALTY/RISK & BENEFITS MANAGEMENT EDITION	25,845	10,764	36,609	36,668	36,651
NORTHWESTERN FINANCIAL REVIEW	3,521	730	4,251	4,661	4,853
OIL AND GAS INVESTOR	4,570	425	4,995	5,040	5,078

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
PACIFIC SHIPPER	7,198		7,198	7,488	7,247
PALM BEACH REVIEW	2,239	60	2,299	2,350	2,419
PETROLEUM ENGINEER INTERNATIONAL	3,174	33,165	36,339	36,391	36,394
PHILADELPHIA BUSINESS JOURNAL	13,640	4,031	17,671	17,973 @	15,281 @
PIPELINE & GAS JOURNAL	3,000	21,365	24,365	24,065	24,072
PLAYTHINGS	10,873	4,611	15,484	15,606	15,497
POWER	12,254	50,574	62,828	62,001	61,349
PRINT, AMERICA'S GRAPHIC DESIGN MAGAZINE	47,956		47,956	52,823	49,784
PROFESSIONAL BUILDER & REMODELER		142,179	142,179	152,551	152,881
PROGRESSIVE ARCHITECTURE	73,344		73,344	74,140	75,119
PUGET SOUND BUSINESS JOURNAL	16,108		16,108	16,424	15,936
RISK MANAGEMENT	10,866		10,866	10,823	10,703
SCHOLASTIC COACH	25,001	17,774	42,775	43,242	42,034
SCREEN PRINTING	10,819	3,733	14,552	14,988	14,650
SHIPPING DIGEST	4,673		4,673	4,748	4,738
SIGNS OF THE TIMES	16,441	1,273	17,714	17,462	17,953
SOUTH FLORIDA BUSINESS JOURNAL	9,253	165	9,418	9,350	9,185
SPN - SCREEN PRINTING NETWORK	410	16,230	16,640	14,971	14,321 ^
TECHNOLOGY & LEARNING	16,598	59,037	75,635	80,971	80,884
TIRE BUSINESS	6,927	13,258	20,185	20,201	20,060
UNDERWRITERS' REPORT	5,353		5,353	5,617	5,666
UNIX WORLD	72,534		72,534	66,062	60,189
WICHITA BUSINESS JOURNAL	5,147		5,147	5,402	5,472
WILSON LIBRARY BULLETIN	12,317		12,317	12,764 @	12,302 @
FOREIGN					
WORLD EXECUTIVE'S DIGEST	53,531	12,510	66,041	61,721	60,631

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
REFERENCE					
THE POCKET LIST OF RAILROAD OFFICIALS	9,836		9,836	10,280	10,263 @

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

AVERAGES FOR 6 MONTHS ENDED 6/30/91

PUBLICATION NAME	PAID	QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID	TOTAL PAID & QUALIFIED NON-PAID AVERAGE FOR 6 MONTHS ENDED 12/31/90	6/30/90
U.S.					
AMERICAN VEGETABLE GROWER	24,004	12,322	36,326	36,968	38,031

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